

**A PRAGMATIC ANALYSIS OF IMPOLITENESS STRATEGIES IN
BRITISH TV-SERIES *SHERLOCK***

A THESIS

**Presented as Partial Fulfillment of the Requirements for the Attainment of a
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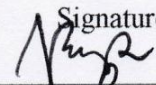
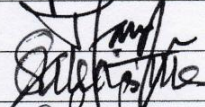
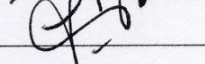

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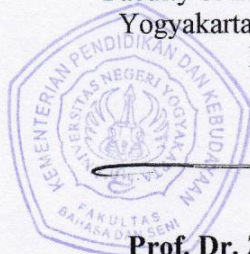
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Penulis,



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MOTTOS

“In the name of Allah, the Most Gracious, the Most Merciful.”

“For indeed, with hardship [will be] ease. Indeed, with hardship [will be] ease.”

- QS Ash-Sharh (94): 5 – 6

“My point is: in this whole wide world the only person you can depend on is you.”

- Haruki Murakami

“Stop saying ‘*I can’t*’. You can. You just choose not to.”

- Anonymous

DEDICATIONS

*To my father, John Jauhar
– who has gone beyond the veil,
for his endless and infinite love, dedication, and support for his family;*

*To my mother, Agnes Diana Sari
– who never gets tired of being the world's coolest mum,
for her blessings in every choice that I make and every action that I take;*

*To every blunt person with loving hearts,
for dealing with people's misconception that being blunt and being
mean are two completely different things;*

*And to myself,
for hanging in there and enduring all the hardship to finish this thesis,
Mischief managed!*

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All the graceful praise and thanks go to Allah SWT, The Lord of the Universe, who gives His guidance to me to finish this thesis. This thesis is the result of my uphill battle which would not be completed without any help, support, assistance, encouragement, love, and prayers from other people. Therefore, I would like to express my sincere gratitude and appreciation to the following parties:

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Eventually, I am fully aware that this thesis is still far from perfection. Thus, in order to improve this thesis, any criticism and suggestions are needed. I do expect that this thesis will give some valuable contributions to everyone who reads this thesis, notably those who are interested in linguistics and pragmatics.

Yogyakarta, September 02, 2015

Joan Lucky B.

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ABSTRACT

This research investigates impolite acts performed in British TV-series *Sherlock* using pragmatic approach. It is aimed at describing the types and functions of impoliteness strategies, and identifying the characters' responses toward the impoliteness strategies performed in *Sherlock*.

This research employed descriptive qualitative method. The data were in the form of utterances, while the context of the data was the dialogues spoken by the characters in the TV-series. The sources of the data were three episodes of the first season of *Sherlock* and the transcript. In this research, inductive approach was used in analyzing the data. To enhance trustworthiness as well as obtaining credibility and reliability of the data, triangulation was used.

The results of this research are stated as follows. (1) All types of impoliteness strategies are used by the characters in *Sherlock*. They are bald on record impoliteness, positive impoliteness, negative impoliteness, off-record impoliteness, and withhold politeness. Negative impoliteness is the most dominant type of impoliteness strategy while withhold politeness is the least strategy to occur in this research. Negative impoliteness strategy becomes the most frequently used type of impoliteness strategies in *Sherlock* because the characters in *Sherlock* tend to use it as a means to make other characters follow their order by attacking the negative face wants. (2) The characters in *Sherlock* frequently employed impoliteness strategy with coercive impoliteness function. By employing coercive impoliteness, the speakers want to gain more benefits or get their current benefits protected. (3) In *Sherlock*, countering face attack by defensive strategy is the most frequently used response by the characters. The characters choose to use this response because they tend to defend their faces from the face attack.

Keywords: impoliteness, strategy, types, functions, responses, *Sherlock*

CHAPTER I

INTRODUCTION

A. Background of the Study

In social interactions, there are unwritten rules called social norms that are understood and followed by a society. These norms are the rules used by society to define what are appropriate and inappropriate. They indicate the established and approved ways of doing things, of dress, of speech and of appearance. As language is a means of communication in the society, the use of language is bounded by social norms. People use language in the society in order to maintain good social interactions with others. In doing so, people must be able to obey the social norms by performing good attitude or being polite.

The act of politeness or being polite may differ from one culture to another. What is considered as polite in one culture does not guarantee that the same act is polite in another culture. For example, it is common and considered as polite for Javanese people to ask their neighbors about what their neighbors are up to when they met in the streets or when the neighbors passed in front of their houses. However, for American, it can be considered as rude.

Although the act of politeness is bounded by culture, the importance of being polite to create good social interactions and maintain social harmony is a general need which applies for all culture. Regardless of the culture, when people say “thank you”, “sorry” and “please”, they try to be polite.

However, even though politeness is an important aspect of social interaction, violating politeness, or in other words being impolite, is inevitable. Sometimes people do not realize that they offend others by saying or doing the wrong thing, or in other case, because of certain motives they intend to be impolite to others. Culpeper (in Bousfield and Locher, 2008:36) defines that impoliteness uses communicative behavior which intends to cause the target's "face loss" or what the target identifies to be so. It disguises itself behind utterances such as verbal abuse, threats, bullying, and so on. It is perceived as a big deal today. Many scientific researches revealed that verbal behaviors are potentially more harmful and damaging than physical violence.

In addition to the fact that impoliteness can be highly damaging to personal lives, it is necessary to conduct research on impoliteness because it is socially important. Impoliteness is highly salient in public life, especially in the digital era nowadays. It is often reported in the media, notably when it occurs in contexts where it seems strikingly deviant (e.g. verbal abuse directed at the president by congressman, verbal abuse that caused suicide). In addition, it is prohibited in public signs, charters, and other legal documents.

Impoliteness phenomena do not only occur in daily conversation, but also occur in the dialogues found in various media such as films, books, and television series. Television series is similar to films in a way that they illustrate a certain story by moving pictures. It presents actions, images and words replicating life. Although it is not a real story, the utterances in a movie or TV-series are produced naturally. Thus, it enables people to observe how languages are used. In this case,

the researcher chooses a television series entitled *Sherlock* as the data source of this research.

Sherlock is an interesting object to be analyzed in term of impoliteness strategies. Adapting Sir Arthur Conan Doyle's very famous and iconic *Sherlock Holmes*, *Sherlock* presents the modern version of the detective story. The British television crime drama modernized the famous 19th century detective story into a new one in early 21st century London. Three seasons have been produced, where each of the seasons consists of three episodes with 90 minutes duration. The TV-series is broadcasted through *BBC One* channel since 2010, when the first season was aired. The second and third season followed in 2012 and 2014. The third season is the most watched *BBC* drama series for over a decade, when an average of almost 12 million people tuned in for the third series of the detective drama on *BBC One*.

The researcher chooses *Sherlock* to be analyzed in this research for several reasons. First, this TV-series has a fascinating storyline and brilliant dialogues. The dialogues in *Sherlock* contain many sarcastic utterances and smart jokes which may carry out some language phenomena, including impoliteness strategies. Second, the main character in *Sherlock* is an exceptional character. He regards himself as a "high functioning sociopath" since he does not make friends nor understand emotions very well. As a sociopath, an antisocial personality disorder which is characterized by a disregard for laws, social mores and the right of others, Sherlock sometimes fail to feel remorse of guilt. There is a possibility that his inability to properly deal with emotions or to empathize with others leads

him to carry impoliteness act or rude behavior. Third, *Sherlock* has been nominated for numerous awards across a variety of category, including BAFTAs, Emmys and Golden Globe. It has been nominated for 42 awards and has won 24 awards currently.

B. Research Focus

There are numerous researches on politeness. Those researches have focused on how communicative strategies are used to maintain harmony in social interaction. On the contrary, the opposite phenomenon, impoliteness, has not gained nearly as much attention. In this way, this research is conducted under the field of linguistic research to give additional contribution to impoliteness phenomenon.

The object of this research, *Sherlock*, is a popular TV-series with unique characters which create remarkable dialogues. Various issues can be identified in the TV-series based on the setting or the conversation. First, the TV-series can be analyzed using sociolinguistic approach. Sociolinguistics is the study of language and society. It includes the study on the way language is used, and the effects of language use on society. Using this approach, it is possible to reveal the social relations between the speaker and addressee by analyzing the impoliteness strategies used in the dialogues.

The second approach that can be used to analyze *Sherlock* is psycholinguistics. Psycholinguistics, which is the study of language and the mind, explores psychological and neurobiological factors that enable human to acquire,

use, comprehend and produce language. Unlike people in general, the characters in *Sherlock* are remarkable and unique. Thus, to know about certain types of impoliteness used by certain characters in this TV-series, psycholinguistic approach is needed to analyze it.

The third approach that can be used to analyze the problem in *Sherlock* is pragmatics. Pragmatics is concerned with the study of meaning as communicated by the speaker and interpreted by a listener. It is a study of how utterance has meaning in particular situations. From many preceding aspects that can be analyzed in *Sherlock*, the researcher focuses on the pragmatic aspect of impoliteness.

According to Yule (1996: 3), pragmatics is the study of speaker meaning. It deals more with the analysis of the intended meaning behind people's utterances rather than what the utterances alone might mean. The utterances stated by a speaker do not always have the same meaning; sometimes they have another meaning that is different from what is literally stated. It is important to learn more about pragmatics. Pragmatics enable people to understand that through this approach, it is possible to know about the speaker's implied meanings, their assumptions, purposes, and the types of actions that they are doing when they speak. This approach is suitable for analyzing impoliteness which sometimes is applied by using sarcastic utterances.

The phenomena of impoliteness leave several problems that can be identified. The first problem is related to the types of impoliteness strategies used in *Sherlock*. The second problem is on the function of impoliteness strategies used

by the speakers. The third problem is related to how the characters respond to impoliteness strategies.

In this research, three episodes of the first season of *Sherlock* are taken because the first season presents the introduction to the TV-series. Those episodes are also crucial to attract audience to watch the series and make them eager to follow this long awaited TV-series.

Based on the research focus, three problems are formulated as follows.

1. What are the types of impoliteness strategies used in *Sherlock*?
2. What are the functions of impoliteness strategies used in *Sherlock*?
3. How do the characters respond to impoliteness strategies in *Sherlock*?

C. Objectives of the Study

In relation to the formulation of the problems, the objectives of this research are stated as follow:

1. to find out the types of impoliteness strategies used in *Sherlock*,
2. to describe the function of impoliteness strategies used in *Sherlock*,
and
3. to identify the characters' responses to the impoliteness strategies used in *Sherlock*.

D. Significance of the Study

Regarding the background and the objectives of the research, it is expected that this research can give some contributions both theoretically and practically. Theoretically, this research is expected to enrich the research in linguistics field, especially in pragmatics study, and particularly in term of impoliteness strategies.

Practically, this research may be useful as a reference for other researchers to conduct other researches in pragmatics. Moreover, the concept of impoliteness asserted in this analysis can give some information about impoliteness in daily communication. Thus, people will be more cautious in choosing certain strategies in order to maintain good communication with others and to gain their goal through that communication.

CHAPTER II

LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

This chapter consists of three parts. In the first part, the theoretical background describes the linguistic field being investigated in this research. The second part deals with previous studies which show some related studies that are used as references of this research. The third part explains the conceptual framework which shows how the major theories are used to answer the objectives.

A. Literature Review

1. Pragmatics

The purpose of communication is delivering a message from speaker to hearer. It should be done in a clear and unambiguous way. However, for certain purpose, some messages are hidden behind the utterances said by the speaker. It is not explicitly said by the speaker, so the hearer must be able to make inferences in order to achieve the speaker's intended meaning. This phenomenon is studied under one of the branch of linguistic studies called pragmatics.

Pragmatics, according to Levinson (1983: 5), is the study of language usage. He states that it analyzes the relations between language and context which is fundamental in understanding a language. In order to understand an utterance, knowing the meaning of the words uttered and the grammatical relations between them is not enough. People need to make inferences that will connect the

utterances to what is mutually assumed or what has been said before (Levinson, 1983: 21).

Leech (1983:6) defines pragmatics as the study of meaning regarding speech situations. In addition, Yule (1996: 3) gives four definitions of pragmatics. First pragmatics is the study of what a speaker means when he/she delivers an utterance. It deals with the analysis of the meaning behind people's utterances. Second, pragmatics is the study of meaning which is contained within a certain situation. It contains the interpretation of meaning behind people's utterances towards specific context and how the utterances are influenced by the context. Third, pragmatics is the study of how more gets communicated than is said. It explores how the implied message is acknowledged as part of what is being said. The last, pragmatics is the study of the relationship intimacy between the speaker and hearer. It is assumed that the degree of closeness between the speaker and listener determine what the speaker said to the hearer. In conclusion, pragmatics deals with meaning of utterances in relation with the context in order to achieve language understanding.

As one of the branch of linguistics studies, pragmatics covers quite wide scopes which include some central concepts such as deixis, speech act, implicature, cooperative principle and politeness.

Borrowed from Greek word for pointing or indicating, deixis is a form used to identify something which is attached to the speaker's situation (Yule 1996: 9). Deixis cannot be separated from the context. As proposed by Cutting (2003: 7), some words actually point out to the referred object when the referring

expression pinpoints the referent in the context. The deictic expressions, which are used to do the ‘pointing’, can be used to indicate people, location or time.

Besides deixis, another scope of study under pragmatics is speech acts. Austin (in Cutting, 2003: 16) refers to speech acts as the performance of action which is conveyed through what is said. In other words, people perform actions through their utterances. Yule (1996: 47) states that in English, generally speech acts are given more particular categories, such as apology, complaint, compliment, invitation, promise, or request. Furthermore, Mey (1993: 111) explains that speech acts are acts which occur in society and that they create differences to the current circumstances.

Implicature is another field under the scope of pragmatics. Horn (2004: 3) describes implicature as a part of what the speaker means which represent a characteristic of what is meant in a speaker’s utterance without being part of the utterance. Implicature, which is also known as conversational implicature, according to Grice (in Levinson, 1983: 101) provides an account of how to communicate more than what is literally stated. Thus, as Mey (1993: 99) stated, implicature is something which is indirectly stated in conversation. It is something which is left implicit in actual language use. In addition, Yule (1996: 36) explains that in order for the implicatures to be interpreted, some primary cooperative principle must be considered to be in the operation first.

Based on Levinson (1983: 101), the cooperative principle is a set of principles which is proposed by Grice in 1975. He develops the concept of implicature and suggests that there is a set of comprehensive assumptions which

guide the conversation management. According to Grice (in Leech, 1983: 8), under the cooperative principle, there are four sub-principles called maxims, they are maxim of quality, maxim of quantity, maxim of relation, and maxim of manner.

Another topic under pragmatics is politeness. The employment of politeness is used to show awareness of another person's public self-image (Yule, 1996: 60). Cutting (2003: 45) explains that politeness refers to the choices made in the use of language. It is the linguistic expressions which give people space and show them a friendly attitude. The further discussion about politeness will be discussed in below section.

2. Face and Politeness

Face is a central concept in studying linguistic politeness. As proposed by Goffman (1967: 5), face can be defined as the positive social value which is claimed by a person for himself by the line others assume he has taken during a specific contact. In addition, he states that it is an image of the vivid portrayal of one's self regarding the approved social traits. In accordance with Goffman, Brown and Levinson (1987: 61) define face as the public self-image which is needed by every member of society to claim for himself.

Brown and Levinson (1987: 62) define face in two related aspects, i.e. negative face and positive face. Negative face is what every member of society wants that his/her actions be unimpeded by others. Meanwhile, positive face is the want of every member of society that his/her wants be desirable to others.

In simpler explanation, Yule (1996: 61-62) describes negative face as a people's need to be liberated, to have the power to determine their own action, and not to be forced by other people. Positive face, on the other hand, is a person's need to be recognized and cherished by others, to be accepted in the same group as a member, and to be aware that what he/she desires is in common with others.

In relation to the concept of face, Yule (1996: 61) says that within the social interactions in everyday life, people generally behave in such a way that their expectations regarding their public self-image, or their face wants, will be respected by others. Then, if a speaker says something which portrays a threat to another individual's expectations regarding self-image, it is described as face-threatening act or FTA. Brown and Levinson (in Cutting, 2003: 45) say that it is a universal characteristic over cultures that speakers should respect each others' expectation in relation to self-image, take their feeling into consideration, and avoid FTAs.

People use language in society to interact with others. It is a means of social interaction which people use to create harmony. In order to create harmony within a society, an understanding among the people in the society is needed. Watts (2003: 42) claims that successful social interaction among people depends on the will of the participants to cooperate in the society. Politeness is one of the tools to reach the understanding among the people in the society. According to Yule (1996: 60), politeness can be described as showing awareness to another

person's public face image. It is similar to the statement by Brown and Levinson (in Watts, 2003: 86) who explain that the aim of politeness is to minimize FTA.

Brown and Levinson (in Culpeper, 1996: 355) argue that if a person wants to perform a FTA, but at the same time he/she also wants to maintain the face of those involved, he/she will carry out politeness work appropriate to the face threat of the act. There are five strategies proposed by Brown and Levinson for performing an FTA as summarized by Culpeper (1996: 356).

1) Bald on record

In this strategy, the FTA is carried out in the most exact, obvious, and easily understood method (Brown and Levinson, 1987: 69).

2) Positive politeness

The use of this strategy intends to restore the addressee's positive face wants.

3) Negative politeness

The use of this strategy intends to restore the addressee's negative face wants.

4) Off-record

The FTA in this strategy is used in a way which creates an impression that the actor may have another intention. The actor performs the FTA by using ambiguous language (Brown and Levinson, 1987: 69). In other words, it uses implicature to perform FTA (Grice, 1975).

5) Withhold the FTA

In this strategy, the speaker does not do the FTA.

3. Impoliteness

There have been numerous researches focusing on politeness studies under the scope of pragmatics. However, not many have conduct researches focusing on the opposite of politeness studies, impoliteness, whereas impolite behavior is something that can draw more attention in the society. For instance, people would immediately react by giving comments or showing uncomfortable face and body gesture about the impolite behavior they have just witness.

Leech (1983: 82) argues that maintaining the social harmony is the role of Politeness Principle which allows people to assume that their interlocutors are being cooperative. On the other hand, impoliteness is communicative strategies which are designed to attack others' face and create conflict and disharmony in society (Culpeper et al. 2003: 1546). Then, the interpretation of participant's behavior in general social interaction is used to evaluate the behavior as polite or impolite, so it is not only a problem of the linguistic expression used (Watts, 2003: 8).

There was no established theoretical framework that could be used in constructing the definition and theory of impoliteness. Thus, the definition of impoliteness evolves as the researches of impoliteness develop. Culpeper finds problem within his definition of impoliteness and later reformulates his definition of impoliteness. What is meant by impoliteness is a negative attitude which occurs in specific context towards specific behaviors. It is supported by expectations and desire within a society, including the meditation of an individual or a group's identity in social interaction by others. Certain behaviors can be considered as

impolite when they are incompatible with how an individual is expected to be, how he/she wants them to be, and/or how he/she thinks they have to be. These kinds of behaviors always have or are expected to have emotional consequences. The consequences cause or are expected to cause offence (Culpeper, 2011: 23).

a. Impoliteness Strategies

Culpeper (1996) builds a framework for impoliteness in relation to the politeness strategies suggested by Brown and Levinson (1987). He proposed a model of five impoliteness strategies with one revision developed in 2005. Those strategies are explained below.

1) Bald on record impoliteness

In this strategy, Culpeper (2005: 41) explains that the speaker performs the Face Threatening Act (FTA) in a direct, clear, unambiguous and concise way. It is performed in circumstances where face is not irrelevant or minimized. There is an intention from the speaker to attack the face of the addressee.

Culpeper (1996: 361) uses the excerpt of a documentary film, *Soldier Girls*, as the example of bald on record impoliteness. The documentary follows the fortunes of a group of women recruits where Private Alves has performed consistently badly in the training program. She is interviewed by three sergeants who do not give her right to speak while comprehensively and systematically attack her face. They attack her personal value by saying “*You are despicable*” and “*You don’t deserve to be out there in society*”. They also attack her competence by saying “*Can’t do*

anything right". All of the examples of bald on record impoliteness strategies are straightforwardly asserted.

2) Positive impoliteness

According to Culpeper (2005: 41), this strategy is created to attack the addressee's positive face, where he/she wants to be accepted by others. This strategy can be done through some output strategies such as ignoring the other, excluding the other from an activity, being disinterested, unconcerned, unsympathetic, using inappropriate identity markers, using obscure or secretive language, seeking disagreement, using taboo words, and calling the other names. The example of this strategy is taken from the extract of *The Clampers*.

In the following example, S1 is a clamper who is trying to remove the clamp from S2's van following S2's payment of the fine. S2 then asks the reason why S1 clamped the van. S1 explains that he does not have any other motive rather than doing his job.

S1: I can take your notes on board but there's nothing I personally can do. I simply work do my job for the council.

S2: Just do your job...

S1: I do my job for the council, if you want me to explain. Then if you want be like that then I can walk away. I don't have to talk to you if I don't want to.

S2: *I don't care what you do*

S1: If you're going to be rude to me yeah I...

S2: *I don't really want to talk to you you're not going to do anything about it are you*

(Culpeper et al. 2003: 1556)

In the conversation, it is clear that S2 fails to acknowledge S1's intention to do his job.

3) Negative impoliteness

Culpeper (2005: 41) describes this strategy as the one used to attack the addressee's negative face wants. The speaker use this strategy to damage the addressee's wants to have freedom of action. The output strategies of negative impoliteness strategies are frightening the other, condescending, scorning or ridiculing, being contemptuous, not treating the other seriously, belittling the other, invading the other's space, explicitly associating the other with a negative aspect, and putting the other's indebtedness on record.

Taken from the extract of *Soldier Girl*, Culpeper (1996: 360) shows how negative impoliteness strategies implied in the interview between Private Alves (PA) and a sergeant (S).

PA : Who said that sergeant?

S : *Shut up Alves. You're the one who is running your little mouth again. You're the one intimidating and threatening my squad leaders ...*

PA : I didn't sergeant.

(Culpeper, 1996: 360)

In the example, the sergeant oppresses Private Alves' negative face wants. The sergeant belittles her by using "*little mouth*" in his utterance. Moreover, he explicitly associates her with negative aspect by saying "*You're the one who is running your little mouth again*" and "*You're the one intimidating and threatening my squad leaders*".

4) Off-record impoliteness

This strategy is the replacement of sarcasm or mock politeness which previously was considered as the strategy where the FTA is employed by a means of insincere politeness strategies (Culpeper, 1996: 356).

Culpeper (2005: 44) argues that in off-record impoliteness, the FTA is performed by means of an implicature in a certain way that one attributable intention clearly exceeds any other.

The following example shows the off record impoliteness strategies. The example portrays Charlie (CH) who is supported by student aid at a prestigious private school. Since he does not come from rich family, he chooses to spend his Thanksgiving to earn some money by taking care of a blind man called the Colonel (COL).

COL : Sims Charles, senior. You on student aid, Simms?

CH : Ah, yes I am.

COL : For student aid read crook. Your father peddles car telephones at a 300% mark-up; your mother works on heavy commission in a camera store, graduated to it from expresso machines. Ha, ha! *What are you ... dying of some wasting disease?*

CH : No ... I'm right here.

(Culpeper, 2005: 44)

The impolite behavior in the example is conveyed by implication of Colonel's utterance where he stated that Charlie is dying of some wasting disease.

5) Withhold politeness

Impoliteness occurs when the absence of politeness work happen at the moment it is expected to show (Culpeper, 2005: 42). Failing to express gratitude or thank somebody for a favor, as shown in the following example, can be considered as deliberate impoliteness. Using the extract from *The Clampers*, the example portrays an adjudicator who has just refused a car owner's appeal against a parking ticket.

Adjudicator : Well thank you very much for coming.
 Car owner : *I don't thank you at all.*

(Culpeper et al. 2003: 1559)

The car owner explicitly withholds politeness by not reciprocating the adjudicator's thanks.

b. The Functions of Impoliteness

Not many attempts have been done to identify the functions of impoliteness. The latest attempt which is proposed by Culpeper (2011) resulted in three functions of impoliteness, they are: affective impoliteness, coercive impoliteness, and entertaining impoliteness. Each of them is presented below.

1) Affective impoliteness

The first function of impoliteness is addressed as affective impoliteness. This function involves emotional outburst which occurs during a conversation between the producer of impoliteness and the target of impoliteness. Culpeper (2011: 223) states that affective impoliteness is the targeted display of intensely increased emotion, such as anger, which implicates that the production of the negative emotional state is the target's responsibility.

The following example shows an impoliteness strategies performed by a girl who is angry at her friend.

Girl : *How dare you walk out on me like that! You can't just treat me like that! Who the hell you think you are?*
 Boy : I need to go. I have other things to do.

In the example, the girl uses impolite utterances to show her anger and frustration toward the boy.

2) Coercive impoliteness

The second function of impoliteness is coercive impoliteness. It is impoliteness that seeks a rearrangement of values between the producer and the target in which the producer gets more benefit or gets their current benefits reinforced or protected (Culpeper, 2011: 226). The term producer and target here could refer not only to individuals but also to groups or institutions.

This function involves coercive action which is defined by Tedeschi and Felson (in Culpeper, 2011: 226) as an action which intends to enforce harm on another person or to force upon an agreement. According to Culpeper (2011: 252), this function apparently occurs in situations where different social structural power or social status exists. Nevertheless, it can also be used in more equal relationship to bring about an acquisition in social power.

An example of coercive impoliteness can be seen in the following dialogue between a manager and her secretary.

- Manager : I want the file for my tomorrow's presentation on my desk in 10 minutes and bring a cup of coffee from the coffee shop across the street.
- Secretary : Err... Okay, but I'm having my lunch right now. Is it okay if I do that after I finished?
- Manager : *I don't care about what you are doing. 10 minutes.*

The function of the impoliteness strategies used by the manager in the example is to affirm her position as the boss. She forces her secretary to carry her orders by using the power as she has higher status than her secretary in the office.

3) Entertaining impoliteness

The last function of impoliteness is entertaining impoliteness. This function of impoliteness exploits the target or potential target of impoliteness which includes entertainment at their cost (Culpeper, 2011: 252). Together with all genuine impoliteness, a victim or potential victim are always required.

It is unexpected that although impoliteness tends to harm people or make them angry, it can also be entertaining. Unlike other studies under pragmatics which has a dyad consisting of speaker and hearer, impoliteness can be arranged equally for both the over-hearing audience and the target audience, and that it can entertain the audience (Culpeper, 2011: 234).

The following example illustrates the entertaining impoliteness. In the example, Girl A ridicules Girl B's dress in a party.

Girl A : What a pretty dress you wear tonight.
 Girl B : Oh, thanks. I made it myself.
 Girl A : Wow, really? *'Cause I'd like to have one.... for my cat.*

Although the utterances said by Girl A might have hurt Girl B's feeling, it can entertain the over-hearing audience.

c. Responses to Impoliteness

Albeit the fact that researchers of both politeness and impoliteness tend to overlook what has been done by the recipient of face threat, Culpeper et al (2003: 1562) points out that it is crucial to know the response to an utterance since it is capable of revealing how that utterance is perceived. As assumed by Labov (in Culpeper et al, 2003: 1562), the response given to a personal insult can be used to

identify the insult elicit. There are three choices open to a recipient of a face threatening act (FTA) or impoliteness acts, i.e. accepting the face attack, countering the face attack, and choosing not to respond.

1) Accepting the face attack

For the participants who choose to accept the face attack, it can be assumed that they account some kind of responsibility for the impoliteness act to happen. It is also possible that they may agree with the impolite assessment contained within the exacerbated FTA (Bousfield, 2008: 193). Therefore, the impoliteness act occurred might be met with an apology (Culpeper, 2003: 1562).

Taken from the extract of *Boiling Point*, the following example shows how Henry (H), a Chef de Partie, has overcooked the artichokes and, thus, held up another dish for another table. Gordon Ramsay (GR), a restaurateur and also a chef, talks to him about it.

- GR : If you send me six fucking main course like that again,
I'll, I'll grab you by the fucking scruff of the neck and
throw you on the street. Do you understand?
H : *Yes, Gordon.*

(Bousfield, 2008: 166)

In the example, Henry is aware that Gordon's anger is caused by him. He then chooses to accept the face attack employed by Gordon.

2) Countering the face attack

The option to counter the face attack resulted in a set of strategies which can be considered in terms of whether they are offensive or defensive.

a) Offensive strategy

A pattern referred by Harris et al (in Culpeper et al, 2003: 1562) defines offensive strategies as countering face attack with face attack. The illustration of offensive strategy is presented in the example below.

A man in a compact red car was trying to maneuver into a parking spot right next to a crosswalk at a corner in New York City. A woman was crossing the street with her two children as the man attempted to park. She was very thin. He had a big “beer belly”. The two were arguing over whether she, the pedestrian, or he, the driver had the right of way. Finally the woman yelled:

Woman : Oh shut up you fat pig
 Man : Go fuck yourself
 Woman : Go on a diet
 Man : Go fuck yourself

(Bebbee in Culpeper et al. 2003: 1563)

The illustration provides a very clear example of offensive strategy. Both speakers attack each other with offensive words. The woman attacks the man’s physical appearance and compares him with a pig by saying “*Oh shut up you fat pig*”. In addition she says, “*Go on a diet*” to counter attack his response. On the other hand, the man uses taboo word, “*Go fuck yourself*”, to attack the woman.

b) Defensive strategy

A pattern referred by Labov (in Culpeper et al, 2003: 1562) claims defensive strategy mainly counters face attack by defending one’s own face. The example as follow illustrates the defensive strategy performed by S1, a clamper, who gives a ticket to S2, a car owner.

S2 : Don’t you think that this is a bit stupid?
 S1 : *Well you see, I’m just doing a job* but I’ve come along here and...

- S2 : Yeah. Well, so was Hitler. All I'm asking you as a person don't you think this is a bit stupid.
 S1 : Well, <exhales loudly> *yes and no*.
 (Culpeper et al, 2003: 1565)

In the example above, S1 attempts to use his social role as a clumper and hide behind his occupational obligation to clamp illegally parked vehicles.

However, it needs to be noted that these strategic groupings are not contradictory. Offensive strategies may also have an implicit purpose to defend the responder's face and vice versa: the defensive strategies may also have an implicit purpose to offend the speaker (Culpeper et al, 2003: 1563).

3) Choosing not to respond (non-verbal response)

Bousfield (2008: 188) argues that choosing not to respond might be caused by several reasons or that there are intended participant aims within a conversational exchange, including defending one's own face. Other reasons suggested by Bousfield (2008: 188) include participant's failure to hear the content of the speaker's utterance, participant's acceptance to the FTA, or the participant's lack of understanding about the content of the utterance. It is also possible that the participant does not know how to respond to the impolite act.

4. *Sherlock* TV-series

Sherlock is one of the biggest TV-show in the world. It is a very popular British TV-series broadcasted by BBC One channel. Resurrecting Sir Arthur Conan Doyle's iconic 19th century detective story, *Sherlock Holmes*, the series depicts the story of modern-day Sherlock created by Steven Moffat and Mark

Gatiss. Three series have been produced, where each of the series consists of three episodes with 90 minutes duration. The series is broadcasted through BBC One channel since 2010, when the first series was aired. The second and third series followed on 2012 and 2014. The third series is reported as the UK's most watched drama series over the decade with the average viewers of almost 12 million.

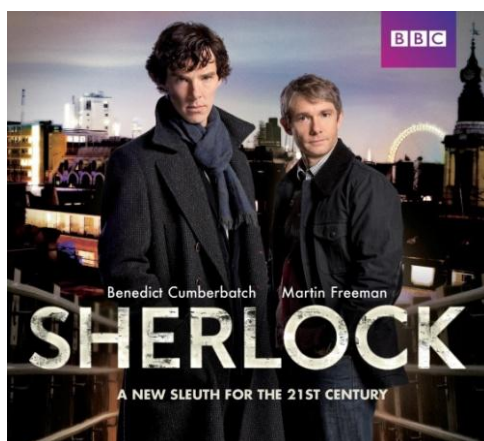


Figure 1: The poster of *Sherlock* Season 1

Starring Benedict Cumberbatch as Sherlock Holmes and Martin Freeman as Doctor John Watson, *Sherlock* had received highly positive critical reception. The series had been nominated and won numerous awards, including prestigious awards namely British Academy Television Awards (BAFTA), Emmy Award, and Golden Globe Award.

Although *Sherlock* is set in 21st century, the story is not far different from the original *Sherlock Holmes*. The series portrays the story of Sherlock Holmes, who describes himself as a “consulting detective”, in solving various mysteries. He is accompanied by his friend, Doctor John Watson, who has just returned from military service in Afghanistan. Both of them then move and live in the same flat

on 221B Baker Street, owned by Mrs. Hudson. Sherlock and Doctor Watson often help Detective Inspector Greg Lestrade and Metropolitan Police Service to solve difficult cases despite the condition that Sherlock is not liked by the officers.

There are three episodes in every season and each of them has different title. The first episode, *A Study in Pink*, is based on the first *Sherlock Holmes* novel, *A Study in Scarlet*. The story in this episode portrays the first meet of Sherlock and Doctor Watson. When Doctor Watson has just returned to London and is in need of a place to stay, a friend introduces him to Sherlock Holmes and they end up sharing a flat together. The two teaming up to solve a series of mysterious murders that are made to look like suicides. This episode was broadcasted on July 25, 2010.

The second episode, *The Blind Banker*, was aired on August 1, 2010. This episode depicts the story of Sherlock Holmes being hired by an old friend to investigate a mysterious break-in at a bank in the city.

The last episode of the first series is *The Great Game*, which was broadcasted on August 8, 2010. This episode introduces the character of Sherlock's archenemy, Jim Moriarty. He tests Sherlock's wits by making him solve continuous cases around the city.

B. Previous Studies

The number of research analyzing impoliteness is outnumbered by the researches on politeness. Even so, many researchers have been conducted research on impoliteness. There are two previous studies under the same topic related to

this research that is read by the researcher before conducting the research. These two studies are briefly explained as follow.

The first study entitled *Breaking the Rules of Communication: Verbal and Nonverbal Impoliteness in the American Hospital Drama House M.D.* is a master's thesis written by Melina Laitinen (2011). This study investigates a famous American hospital series, *House M.D.* to examine the phenomenon of impoliteness. She analyzes the impoliteness strategies used by the main character, Dr. House, by using the impoliteness strategies proposed by Culpeper (1996). Additionally, she uses the anatomy of impoliteness and a chart of responses to impoliteness by Derek Bousfield (2007) to analyze the reaction of Dr. House's patients after his impolite act toward them. The result of the research concludes that all the five impoliteness strategies proposed by Culpeper are used by Dr. House. The analysis also reveals that one-fifth of the patients do not understand the face attack; one-third knows about it but remains silent; another one-third knows about it and answers it; and the rest do not get a chance to reply, or their reaction are not shown.

The second study is an undergraduate thesis by Antonius Adhi Irianto (2006) entitled *Impoliteness in Congreve's The Way of The World*. The two objectives of this study are to find out impolite blaming and accusing speech act and to identify the politeness strategies violated in the impolite blaming and accusing speech acts. The researcher identifies the blaming and accusing speech acts by using Searle's category of illocutionary acts. Goffman's Face theory is applied to determine whether a blaming or accusing speech act is impolite or not. The result shows that

seventeen out of twenty seven blaming and accusing speech acts identified are impolite. Bald on record impoliteness is the strategy that is mostly used in blaming and accusing speech acts. Furthermore, negative politeness strategy is mostly violated by using impolite blaming and accusing speech acts.

This research is different from the two previous researches explained above in regard to the focus and object. First, although this research also analyzes impoliteness strategies, the object of this research is different. While the previous researches use an American hospital series, *House M.D.*, and a play by William Congreve, *The Way of the World*, this research uses a British detective TV-series, *Sherlock*, as the object. Second, this research varies more than Melina Laitinen's research in terms of the objectives. This research does not only analyze the types of impoliteness strategies used and the responds to impoliteness, but also the functions of impoliteness.

C. Conceptual Framework

Pragmatics covers the study of hidden message conveyed in utterances. It investigates the inferences made by the listeners in achieving interpretation of the speakers' intended meaning. In social interaction, people are expected to perform polite acts in order to create social harmony. However, in many cases, people find it hard to keep a polite act for many reasons. Thus, they carry impolite act, which sometimes hidden beneath a polite act.

Using pragmatic approach, this research aims to examine the impoliteness strategies used in the British TV-series *Sherlock*. As proposed by Culpeper, there

are five strategies of impoliteness. Those strategies are bald on record impoliteness, positive impoliteness, negative impoliteness, off-record impoliteness, and withhold impoliteness. Unlike the politeness strategies which are used to maintain the face, these strategies are used to attack the face.

It is equally important to realize that the impolite utterances said by the speakers conveyed some kind of function. Within the study of impoliteness there are three functions of impoliteness, i.e. affective impoliteness, coercive impoliteness, and entertaining impoliteness.

Furthermore, it is widely known that the response to an utterance can reveal much about how that utterance is to be taken. When someone chooses to respond to an impolite act and then counter the face attack, there are two strategies open to them: offensive strategies and defensive strategies.

On the basis of the conceptual network, the researcher makes the analytical construct presented in Figure 2 on the following page.

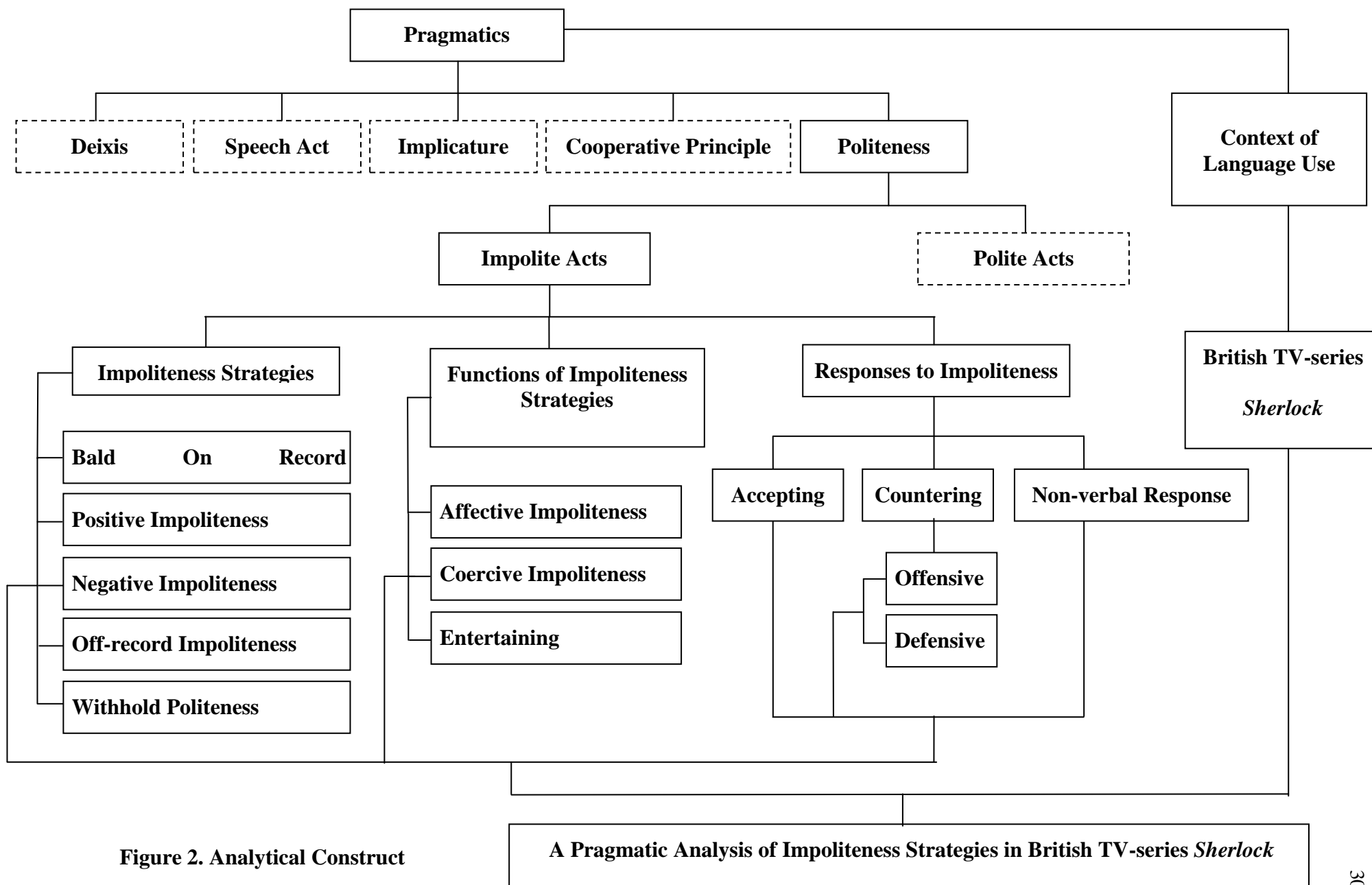


Figure 2. Analytical Construct

CHAPTER III

RESEARCH METHOD

A. Type of the Study

Descriptive qualitative method was employed in this research as the purpose of the research was to describe the phenomena of impoliteness strategies by interpreting the collected data. As stated by Moleong (2010: 11), the data collected are in the form of words and pictures and those data are collected using descriptive method. Thus, the research report will contain data excerpts in order to give a brief overview of the presentation. Furthermore, according to Vanderstoep and Johnson (2009: 167), the qualitative research's purpose is more descriptive since it focuses on in depth understanding of the research participants' point of view. They propose that communication and interaction are the factors which construct knowledge and that these factors lay within individual's perception and interpretations. Hence, in order to analyze and understand an entity, examining a larger context where people and knowledge function is more effective than analyzing its parts only (Vanderstoep and Johnson, 2009: 166).

B. Forms, Contexts, and Source of Data

The data in this research were in the form of utterances which were uttered by the characters in *Sherlock* TV-series. Accordingly, the context of the data was the dialogue among the characters which contain impoliteness. The main sources of the data were three beginning episodes of *Sherlock Season 1*, i.e. *A Study in Pink*,

The Blind Banker, and *The Great Game*. The transcripts of the series were taken from <http://arianedeverre.livejournal.com>.

C. Data Collection Techniques

There are three kinds of data collection in qualitative research according to Patton (2002: 4), they are in-depth open ended interviews, direct observation, and written documents. The document analysis includes studying excerpts, quotation or entire passages from organizational, clinical, or program records. According to Vanderstoep and Johnston (2009: 224), the analysis of language and nonverbal in observations and interviews and the analysis of current and historical documents are involved in a qualitative study.

In collecting the data researcher should be able to clearly describe the procedures used to make sure that the data were recorded accurately. Thus, in collecting the data, the researcher conducted several steps as follows.

First, the researcher watched the series, followed by downloading the transcript. Second, the researcher re-watched the series and checked the accuracy of the transcript, while at the same time gave mark at the impoliteness strategies performed in the series. Last, the researcher classified the collected data into data sheet. The format of the data sheet can be seen as follows.

Table 1: **Sample Data Sheet of Types, Functions and Responses of Impoliteness Strategies in *Sherlock***

Code	Data	Types					Functions			Responses				Explanation
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR	
											OF	DE		
19-1/ PI/AF /DE	Sherlock: Shut up. Lestrade: <u>I didn't say anything.</u>		√				√					√		Using silencer word 'shut up', Sherlock carries positive impoliteness. He uses the strategy with affective impoliteness function to express his emotion when he's trying to solve a case. Lestrade who doesn't say or do anything counters Sherlock's impolite act using defensive strategy. He tends to block the face attack because he is not responsible for Sherlock's emotion.

Notes:

Code : 01-1/PI/CR/AC : Number-Episode/Type/Function/Response

Types :

- BR** : Bald on record impoliteness
PI : Positive impoliteness
NI : Negative impoliteness
OR : Off-record impoliteness
WP : Withhold politeness

Functions :

- AF** : Affective impoliteness
CR : Coercive impoliteness
EN : Entertaining impoliteness

Responses :

- AC** : Accepting face attack
CO : Countering face attack
OF : Offensive
DE : Defensive
NR : Non-verbal response

The impoliteness strategies are presented in bold.

The responses of impoliteness strategy are presented in underline.

D. Research Instruments

According to Merriam (2009: 15) the characteristic of qualitative research includes the researcher as the primary instrument for data collection and analysis. In addition, as stated by Moleong (2010: 168), in qualitative research, a researcher is a planner, a data collector, an analyst, a data interpreter and a reporter of research result. Therefore, as this research employed qualitative method, the primary instrument of the research was the researcher herself, who had the role of planning, collecting, analyzing and reporting the research findings.

The researcher used the help of secondary instrument in the form of data sheet. The data sheet was in the form of a table and was used to note the impoliteness strategies performed through the utterances by the characters in *Sherlock*.

E. Data Analysis Techniques

Qualitative methods use inductive approach in analysing the data. An inductive approach is a process of reasoning where observation precedes proposition of a theory, the generation of hypothesis, and interpretation of data (Vanderstoep and Johnson, 2009: 168). Correspondingly, Bogdan and Biklen (1982: 145) defines that qualitative data analysis is a process of collaborating data, arranging it, dividing it into feasible components, integrating it, looking for the designs, finding what is important and what is to be learned, and finally making decision what the researcher will tell to others. Patton (in Moelong, 2010: 280) claims data analysis as a process of organizing and classifying data into certain pattern,

category and basic units of analysis. As a result, the data can be used to discover the theme.

The procedures of data analysis in this research were listed as follows:

1. categorizing the data based on three different classification,
2. applying the trustworthiness of the data by asking friends and lecturers,
3. analyzing the data,
4. describing and interpreting the data, and
5. deriving the conclusions based on the result of the research.

F. Data Trustworthiness

A technique which is commonly employed to enhance trustworthiness in qualitative research is triangulation. Triangulation requires using several methods to address the same question in order to gain trustworthiness of the data (Vanderstoep and Johnson, 2009: 179). According to Denzin (in Moleong, 2010: 330) there are four types of triangulation, i.e. data triangulation, investigator triangulation, methodological triangulation, theory triangulation.

In order to gain credibility and reliability of the data, this research employed a methodological triangulation. Methodological triangulation employed different data collection strategies to gain greater accuracy of a phenomenon. In addition to methodological triangulation, investigator triangulation and theory triangulation were used in this research. Using investigator triangulation, the researcher discussed and consulted the data with her supervisors. Furthermore, the researcher also asked fellow linguistics students to triangulate the data. The theory

triangulation was achieved by using multiple theories in the process of analyzing and interpreting the data. Each single set of the data was interpreted by using Culpeper's theory of types, functions and responses of impoliteness strategies.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter consists of findings and discussion sections which present the results of the research. The finding section describes the frequencies of the types and functions of impoliteness strategies, and the responses of the impoliteness strategies found in *Sherlock*. It is presented in the table of data findings in the form of numbers and percentages. Furthermore, the discussion section answers the objectives of the research which describe the analysis of types and functions of the impoliteness strategies, and the responses of the impoliteness strategies performed in *Sherlock*.

A. Findings

This section describes the findings of the analysis of the impoliteness strategies in British TV-series *Sherlock*. The data were classified based on the objectives, which are to describe the types and functions of impoliteness strategies, and to identify the characters' responses toward the impoliteness strategies performed in *Sherlock*. There are 76 data found in this research that are shown in Table 2. The table presents the frequency of occurrence of types, functions, and responses of impoliteness strategies used by the characters in *Sherlock* TV-series.

Table 2. Frequency of Occurrence of Types, Functions, and Responses of Impoliteness Strategies in British TV-series *Sherlock*

No.			Types of Impoliteness					Total	Percentage (%)	
			BR	PI	NI	OR	WP			
1.	Functions	Affective		9	4	2	9	1	25	32.9
		Coercive		8	11	15	6	2	42	55.3
		Entertaining		-	-	4	5	-	9	11.8
		Total		17	15	21	20	3	76	
	Percentage (%)		22.37	19.73	27.63	26.32	3.95	100.00		
2.	Responses	Accepting face attack		1	4	1	1	-	7	9.2
		Countering face attack	Offensive	5	3	9	2	-	19	25.0
			Defensive	7	5	8	11	2	33	43.4
		Non-verbal responses		4	3	3	6	1	17	22.4
		Total		17	15	21	20	3	76	
	Percentage (%)		22.37	19.73	27.63	26.32	3.95	100.00		

Note:

- BR** : Bald on record impoliteness
PI : Positive impoliteness
NI : Negative impoliteness
OR : Off-record impoliteness
WP : Withhold politeness

There are five types of impoliteness strategies proposed by Culpeper.

Those types are bald on record impoliteness, positive impoliteness, negative impoliteness, off-record impoliteness, and withhold politeness. In this research, each of Culpeper's strategies can be found in the data but some strategies are more frequent than others. The most dominant type of impoliteness strategy used by the characters is negative impoliteness strategy with 21 data or 27.6%.

Negative impoliteness strategy is followed by off-record impoliteness strategy with 20 data or 26.3%. Then, bald on record impoliteness comes at the third place with 17 data or 22.4%. At the fourth place, there is positive impoliteness strategy with 15 data or 19.7%. Finally, the least strategy to occur in this research is withholding politeness which appears 3 times or 3.9%.

In relation to the second objective which is to describe the functions of impoliteness strategies, all functions of impoliteness occur in *Sherlock*. As proposed by Culpeper, there are three functions of impoliteness, i.e. affective impoliteness, coercive impoliteness, and entertaining impoliteness. Among those functions, coercive impoliteness is the most frequently used function with 42 data or 55.3%. Coercive impoliteness is followed by affective impoliteness with 25 data or 32.9%, and the last position goes to entertaining impoliteness with 9 occurrence or 11.8%.

Table 2 also presents the responses of the impoliteness strategy used by the characters in *Sherlock*. There are three types of responses, i.e. accepting the face attack, countering the face attack, and choosing not to respond or non-verbal response. In addition, countering the face attack has two sub-strategies; they are offensive strategy and defensive strategy. All four responses of impoliteness strategy are found in *Sherlock* with different frequencies of occurrence. The most dominant response used by the characters in *Sherlock* is countering face attack by defensive strategy which occurs 33 times or 43.4%. Another countering face attack strategy, offensive strategy, follows in the second place with 19 occurrence or 25.0%. In the third place, choosing not to respond or giving non-verbal

response follows with 17 occurrences or 17.4%. Meanwhile, accepting the face attack has the least occurrence with 7 data or 9.2%.

As can be seen in Table 2, negative impoliteness strategy becomes the most used strategy in *Sherlock*. Negative impoliteness is used in order to damage the addressee's negative face wants or to attack the addressee's freedom of action. This strategy is the most frequently occurring strategy in this research because the characters in *Sherlock* tend to use this strategy as a means to make other characters follow their order by attacking their freedom of action. Different from negative impoliteness strategy, withhold politeness is the most rarely used strategy in *Sherlock*. The characters in *Sherlock* prefer to express their impolite act rather than choosing not to be polite.

As for the function of impoliteness strategy, coercive impoliteness becomes the most dominant function used in *Sherlock* because the speakers want to get more benefit or get their current benefits protected. The characters also want to show his/her power over the target. This function is suitable with negative impoliteness strategy. Although not every function of negative impoliteness is coercive impoliteness, negative impoliteness strategy is the best strategy to employ the coercive impoliteness. On the other hand, entertaining impoliteness is the least used function in *Sherlock*. This function only appears nine times in the TV-series because *Sherlock* is not a drama comedy TV-series. It appears in the TV-series to give the viewers fresh jokes in the middle of serious atmosphere.

Furthermore, in this research, countering the face attack by defensive strategy is the most frequently used response by the characters. The characters choose to

use this response because they want to defend their faces by blocking or managing the face attack. On the contrary, accepting the face attack becomes the least used response in *Sherlock*.

B. Discussion

In this section, the researcher discusses the findings comprehensively in order to answer the problem formulation stated in Chapter I. In order to give a thorough explanation, the examples in this section are taken from the appendix. This section consists of three parts. The first part is presented to answer the first problem which is related to the types of impoliteness strategies used in the British TV-series, *Sherlock*. The second part is related to the functions of impoliteness strategies performed in *Sherlock*, which is presented to answer the second problem. The third part is related to the characters' responses towards the impoliteness strategies employed to them in *Sherlock*.

1. Types of Impoliteness Strategies Used in *Sherlock*

There are five types of impoliteness strategies performed by the characters in *Sherlock*. Those types are bald on record impoliteness, positive impoliteness, negative impoliteness, off-record impoliteness, and withhold politeness.

a. Bald on Record Impoliteness

Impoliteness work in bald on record impoliteness is carried in a very clear and obvious way. This strategy occurs when the speaker has an intention to attack the hearer's face, and when there is an adequate amount of face at risk (Culpeper, 2003: 1554).

In the first example of bald on record impoliteness strategy, Sherlock's landlady, Mrs. Hudson, informs Sherlock about the arrival of a taxi which she thinks is ordered by him. She enters Sherlock's room when Sherlock is in the middle of an informal meeting, trying to solve a case.

Mrs. Hudson : Isn't the doorbell working? Your taxi's here,
Sherlock.
Sherlock : **I didn't order a taxi. Go away.** (35-1/BR/AF/DE)

The bald on record impoliteness strategy is performed by Sherlock as he says “Shut up everybody, shut up!” to everyone in his flat. He does not try to soften his words since he says it very directly. Moreover, he uses imperative commands to everyone in the room by telling them not to move, speak, or breathe. He also uses the imperative command to Anderson by saying “Anderson, face the other way. You’re putting me off.” His command to Anderson is deployed baldly with the purpose of damaging Anderson’s face.

The third example of bald on record impoliteness strategy is from a conversation between Sherlock and John. Sherlock has nothing to do in his flat then he decided to play with a gun. He fires some shots which create a smiley face at the wall. As Sherlock fires again, John comes running up the stairs with his fingers in his ears.

John : **What the hell are you doing?!**
 Sherlock : Bored!

(54-3/BR/AF/DE)

John uses negative expression to perform the bald on record impoliteness as he says “What the hell are you doing?!” He intentionally attacks Sherlock’s face and employs the bald on record impoliteness strategy in an obvious and direct way. According to Culpeper (1996: 352), the closer a person’s relationship with other people, the more they find that politeness is unimportant and unnecessary between them. Thus, this kind of impoliteness is particularly normal among people who have a close relationship.

b. Positive Impoliteness

The use of positive impoliteness strategy is to cause harm to the addressee's positive face (Culpeper, 2005: 41). By using this strategy, the speaker attacks the addressee's will or need to be accepted by others. Moreover, there are some output strategies which can be used in performing positive politeness strategy. Those output strategies are ignoring the other, excluding the other from an activity, being disinterested, unconcerned, and unsympathetic, using inappropriate identity markers, using obscure or secretive language, seeking disagreement, using taboo words, and calling other names.

The first example of positive impoliteness strategy is a conversation between Molly and Sherlock at their work. Sherlock has just finished his job when Molly approaches him and asks him to have coffee with her.

Molly : I was wondering if you'd like to have coffee.
 Sherlock : **Black, two sugars, please. I'll be upstairs.**
 Molly : Okay.

(04-1/PI/CR/AC)

Sherlock performs positive impoliteness strategy as he fails to acknowledge Molly's real intention. He damages Molly's positive face want, which is to be noticed and accepted by him. Instead of being aware that Molly's real intention is to ask him out, he asks Molly to bring him a cup of black coffee with two sugars. He also implicitly orders Molly to bring the coffee to his office upstairs, which makes Molly look like his servant.

The next example of positive impoliteness strategy is performed by Detective Inspector Dimmock toward Sherlock. Their first encounter happens at a crime scene where a banker is found dead by Sherlock.

- Sherlock : Ah, sergeant. We haven't met.
 Dimmock : **Yeah, I know who you are; and I prefer it if you didn't tamper with any of the evidence.**
 Sherlock : I've phoned Lestrade. Is he on his way?
 (45-2/PI/CR/DE)

Positive impoliteness strategy is employed by Dimmock when he ignores Sherlock's hospitality by saying "Yeah, I know who you are". Furthermore, Dimmock tries to exclude Sherlock from the investigation by saying "and I prefer it if you didn't tamper with any of the evidence." He uses two kinds of positive impoliteness output strategies listed by Culpeper, i.e. ignoring the other and excluding the other from an activity.

In the last example of positive impoliteness strategy, Sherlock uses the strategy to attack John's face. They run out of time to solve a puzzle which makes John push Sherlock to solve the puzzle faster. He reminds Sherlock that a woman's life is at stake.

- John : Try and remember there's a woman here who might die.
 Sherlock : **What for? This hospital is full of people dying, Doctor. Why don't you go and cry by their beside and see what good it does them?**
 John : (Silent)
 (62-3/PI/CR/NR)

When John pushes Sherlock to solve the puzzle faster, Sherlock gets annoyed and performs positive impoliteness strategy toward him. Sherlock uses one kind of the positive impoliteness output strategies, using inappropriate identity marker. He

calls John by his doctor title instead of John's name. In addition, Sherlock employs unpalatable questions by asking "What for?" when John asks him to save the woman's life, and "Why don't you go and cry by their beside and see what good it does them?" which shows that he is being unsympathetic about the woman's condition and challenges John with his question.

c. Negative Impoliteness

Negative impoliteness strategy is used in order to harm the addressee's negative face (Culpeper, 2005: 41). If positive impoliteness strategy is designed to attack the addressee's will or need to be accepted by others, negative impoliteness is designed to attack the addressee's need to be independent or to have freedom of action. However, as well as positive impoliteness, negative impoliteness also has some output strategies which can be used in employing the strategy. The output strategies of negative impoliteness strategy are frightening the other, condescending, scorning or ridiculing, being contemptuous, not treating the other seriously, belittling the other, invading the other's space, explicitly associating the other with a negative aspect, and putting the other's indebtedness on record.

The first example of negative impoliteness strategy is a conversation which happens when Sherlock brings John to a crime scene and they meet Agent Donovan.

- Donovan : Er, who is this?
 Sherlock : Colleague of mine, Doctor Watson. Doctor Watson, Sergeant Sally Donovan. *(His voice drips with sarcasm)* Old friend.
 Donovan : **A colleague? How do you get a colleague?! What, did he follow you home?**
 Sherlock : (Silent)

(14-1/NI/EN/NR)

Sherlock and Agent Donovan do not have a good relationship because Agent Donovan thinks that Sherlock is very weird since he loves to solve cases without being paid. In the example, Donovan employs the negative impoliteness strategy by asking an unpalatable question, “How do you get a colleague?!” She uses one of the negative impoliteness output strategies, condescending, to attack Sherlock’s negative face. Furthermore, she goes further by asking John whether Sherlock follows him home. She makes fun of Sherlock for coming to the crime scene with John and introduces John as his colleague.

Another example of negative impoliteness strategy is a negotiation between Jim Moriarty and John Watson. Moriarty forces John to meet Sherlock after he put a jacket filled with bomb on John. After Sherlock comes out, Moriarty shows himself to John and Sherlock. Sherlock then points his gun at Moriarty. However, it turns out that Moriarty has a sniper who aims his gun at John from afar. John then seizes Moriarty from behind so the sniper’s aim is targeted at him.

- John : If your sniper pulls that trigger Mr. Moriarty, then we both go up.
- Moriarty : Isn’t he sweet? **I can see why you like having him around. But then people do get so sentimental about their pets. They’re so touchingly loyal.** But, oops! You’ve rather shown your hand there, doctor Watson.
- John : (Silent)

(74-3/NI/CR/NR)

Moriarty performs negative impoliteness strategies because he wants to ridicule Sherlock. He believes that Sherlock and him have the same level of intelligence, thus he thinks that Sherlock’s relationship with John is not a friendship. He also does not take John’s words seriously when John says that both of them will go up

if Moriarty's sniper pulls the trigger. Moreover, he also performs one kind of negative impoliteness output strategies which is associating other with negative aspect. In this case, Moriarty associates John with pet because John is very loyal to Sherlock.

The last example of negative impoliteness strategy can be seen in the conversation between Moriarty and Sherlock. Moriarty threatens Sherlock because he wants Sherlock to stop intervening with his business.

Moriarty : **Kill you? N-no, don't be obvious. I mean, I'm gonna kill you anyway someday. I don't wanna rush it, though. I'm saving it up for something special. No-no-no-no-no. If you don't stop prying, I'll burn you. I'll burn the heart out of you.**

Sherlock : I have been reliably informed that I don't have one.
(76-3/NI/CR/DE)

Moriarty performs the negative impoliteness strategy using three kinds of output strategies. He uses the condescending, scorning or ridiculing, and being contemptuous output strategies at the same time when he says that he is going to kill Sherlock someday. His utterances indicate that killing Sherlock is not a difficult thing that he does not want to rush it. Another negative impoliteness output strategy that he uses is frightening the other. Moriarty threatens Sherlock that he will burn Sherlock if Sherlock does not stop prying.

d. Off-record Impoliteness

According to Culpeper (2005: 44), face threatening act in off-record impoliteness strategy is performed by means of implicature in a certain way that one attributable intention clearly exceeds any other. Even though the off-record

impoliteness strategy is employed in more indirect forms of impoliteness, this type of impoliteness strategy should not be taken any less impolite than the other impoliteness strategies (Culpeper, 2005: 44).

The first example of off-record impoliteness strategy can be seen in the conversation between Sherlock and Anderson. Sherlock has just arrived at a crime scene when Anderson greets him with unfriendly welcome. They then are involved in a cold conversation. Anderson's provocation makes Sherlock perform impoliteness strategy toward him.

- Anderson : Now look, whatever you're trying to imply...
- Sherlock : **I'm not implying anything. I'm sure Sally came round for a nice little chat, and just happened to stay over. And I assume she scrubbed your floors, going by the state of her knees.**
- Anderson : *(Stares at Sherlock in horror without saying anything)*
(18-1/OR/EN/NR)

In the example, Sherlock employs off-record impoliteness strategy by denying Anderson's accusation that he implies something from their conversation. However, his further explanations about the denial implicate the opposite. When he says "I'm sure Sally came round for a nice little chat, and just happened to stay over", he intends to attack Anderson's face by revealing that Sally stayed over at Anderson's place. He goes further by saying "And I assume she scrubbed your floors, going by the state of her knees", which implies that Sherlock knows that Sally had sex with Anderson when she stayed over at his house.

In the next example, Anderson performs off-record impoliteness strategy toward Sherlock who is lacking in social grace. They are in the middle of a conversation with other police officers about why the victim wrote her stillborn

daughter's name on the floor, despite the fact that the daughter has been dead for fourteen years.

Sherlock : No, that's... that's not right. How... Why would she do that? Why?

Anderson : **Why would she think of her daughter in her last moment? Yup – sociopath; I'm seeing it now.**

Sherlock : She didn't think about her daughter. She scratched her name on the floor with her fingernails. She was dying. It took effort. It would have hurt.

(33-1/OR/AF/DE)

Sherlock once scolds Anderson for calling him a psychopath and states that he is a 'high functioning sociopath'. Anderson then attacks Sherlock's lack of social graces by asking "Why would she think of her daughter in her last moment?" since it is a mother's natural instinct to think of her children but Sherlock fails to acknowledge it. Anderson's next utterances, "Yup – sociopath; I'm seeing it now", shows his approval of the term Sherlock uses to call himself. However, this approval does not mean that Anderson agrees with Sherlock, instead it is addressed as a mockery.

Off-record impoliteness strategy is also employed by Detective Inspector Dimmock to Sherlock. Sherlock explains his analysis of a banker who is found dead to Dimmock. Dimmock does not know that the banker is a left-handed and he wonders how Sherlock knows about it.

Dimmock : Left-handed?

Sherlock : **Oh, I'm amazed you didn't notice. All you have to do is look around this flat.**

Dimmock : (Silent)

(46-2/OR/CR/NR)

In the example, Sherlock performs off-record impoliteness strategy and indirectly attacks Dimmock's face. As a detective inspector, Dimmock should have given more attention to the crime scene in order to find any clue. However, Sherlock's utterances indicate that Dimmock does not give extra attention to every detail in the crime scene that he did not notice the banker is left-handed. Moreover, by saying "All you have to do is look around this flat", Sherlock disdains Dimmock's capability.

e. Withhold Politeness

Withhold politeness is the last strategy of impoliteness proposed by Culpeper. This strategy occurs when there is an absence of politeness work at the moment it is expected to show (Culpeper, 2005: 42). In this research, withhold politeness is the least used strategy.

An example of withhold impoliteness strategy can be seen when Mike introduces John to Sherlock.

Mike : It's an old friend of mine, John Watson.
 Sherlock : **Afghanistan or Iraq?**
 John : Sorry?

(05-1/WP/CR/DE)

In a social interaction, when two people meet for the first time, they will introduce themselves to each other. Thus, a lack of greeting when someone meets a new person is considered as impolite. In the example, Sherlock performs withhold impoliteness by directly asking "Afghanistan or Iraq?" Instead of introducing

himself to John, Sherlock directly asks John about his military career on their first met.

In the next example, Sherlock performs withhold politeness strategy when Molly introduces her new boyfriend, Jim, to him.

Jim : So you're Sherlock Holmes. Molly's told me all about you. You on one of your cases?
 Sherlock : **(Silent)**
 Molly : Jim works in IT upstairs. That's how we met. Office romance.

(63-3/WP/CR/DE)

There is an absence of politeness work done by Sherlock. He does not give any response to Jim who is very excited to meet him for the first time. Sherlock is expected and supposed to give response to Jim's excitement or at least gives Jim a greeting but he does not say anything and keeps silent.

2. Functions of Impoliteness Strategies Used in *Sherlock*

Culpeper classifies functions of impoliteness into three categories. They are affective impoliteness, coercive impoliteness, and entertaining impoliteness.

a. Affective impoliteness

Affective impoliteness is the targeted display of intensely increased emotion, such as anger, which implicate that the target is responsible for making the speaker produce the negative emotional state (Culpeper, 2011: 223).

The first example is taken from the conversation between Anderson and Sherlock during an investigation of a murder case.

Anderson : **According to someone, the murderer has the case, and we found it in the hands of our favourite psychopath.**

Sherlock : I'm not a psychopath, Anderson. I'm a high-functioning sociopath. Do your research.

(32-1/OR/AF/OF)

The function of the impoliteness strategy employed by Anderson is affective impoliteness. He wants to release his resentment toward Sherlock since the two of them hate each other. Since Anderson and Sherlock do not get along well, Anderson has a particular interest in attacking Sherlock's face. In the example, Anderson attacks Sherlock's face by calling him a psychopath and talks about Sherlock using third person even though Sherlock is standing next to him.

In the next example, Sherlock is in the middle of an investigation about a murder case. He is trying to concentrate so that he can solve a riddle related to the case. However, there are too many people in his room and it is hard for him to think. Suddenly Mrs. Hudson comes in and repeatedly informs him about the arrival of a taxi.

Mrs. Hudson : What about your taxi?

Sherlock : (*Shouting furiously*) **MRS. HUDSON!**

Mrs. Hudson : (*Silent*) (*Turns and hurries away down the stairs*)

(37-1/BR/AF/NR)

Sherlock performs a bald on record impoliteness strategy with affective impoliteness function toward Mrs. Hudson. He ignores Mrs. Hudson's notification about the taxi and ousts her. He displays heightened emotion and anger by shouting furiously at Mrs. Hudson.

b. Coercive impoliteness

Coercive impoliteness seeks a rearrangement of values between producer and the target in which the producer gets more benefit or gets their current benefits reinforced or protected (Culpeper, 2011: 226).

An example of coercive impoliteness is taken from a conversation between Sherlock and Detective Inspector Dimmock. Dimmock wants to help Sherlock solve a murder case since he is responsible for the case.

Dimmock : Anything else I can do? To assist you, I mean.
 Sherlock : **Some silent right now would be marvelous.**
 Dimmock : (*Silent*)

(51-2/PI/CR/AC)

Sherlock seems unconcerned with Dimmock's offer to help him. Instead, he sarcastically asks Dimmock to be quiet by saying "Some silent right now would be marvelous." Furthermore, he wants to show Dimmock that although Dimmock is the one who has the authority on the case, Sherlock is the one who can solve it. Thus, Sherlock has more power over the case.

The next example of coercive impoliteness can be seen when Mycroft asks Sherlock to find a flashdisk which contains a very important missile plan.

Mycroft : **You've got to find those plans, Sherlock. Don't make me order you.**
 Sherlock : I'd like to see you try.

(60-3/NI/CR/OF)

By saying, "You've got to find those plans, Sherlock", Mycroft enforces his message to Sherlock, which attacks Sherlock's negative face. Moreover, Mycroft threatens Sherlock when he says, "Don't make me order you." It can be seen, then,

that Mycroft employs coercive impoliteness. Mycroft and Sherlock have a clash of interest but Mycroft forces Sherlock to find the missile plan. Since Mycroft is Sherlock's older brother, he thinks that he can order Sherlock to do anything for him.

c. Entertaining impoliteness

According to Culpeper (2011: 252), entertaining impoliteness exploits the target or potential target of impoliteness which includes entertainment at their cost.

The first example of entertaining impoliteness can be seen when Sherlock is in his flat with John and some police officers, trying to solve a murder case. Sherlock is finally able to solve the mystery when the others are still in confusion.

Sherlock : **Oh, look at you lot. You're all so vacant. Is it nice not being me? It must be so relaxing.** Rachel is not a name

John : Then what is it?

(39-1/OR/EN/DE)

Sherlock employs off record impoliteness strategy as he teases other people in the room. He uses entertaining impoliteness by making the others his object of entertainment. Sherlock finds it annoying yet amusing that he is the only one who understands the mystery behind the word 'Rachel'. Thus he performs entertaining impoliteness even though he is the only one who gets entertained with it.

In the second example, Sherlock comes to a police headquarters to check a mysterious phone which is sent to him. He comes with John and they meet

Detective Inspector Lestrade. When they are in the middle of a discussion about the phone, the topic about John's blog arises.

Sherlock : The Study in Pink? You read his blog?
 Lestrade : **Course I read his blog! We all do. Do you really not know that the earth goes around the sun?**
 Sherlock : It isn't the same phone. This one is brand new.
 (61-3/NI/EN/DE)

The function of the impoliteness strategy performed by Lestrade is entertaining impoliteness. He does not believe that Sherlock does not know that the earth goes around the sun and asks him about it to make sure. However, his utterances make Sherlock become the object of entertainment since Sherlock does not master a general knowledge although he is a genius.

3. The Characters' Responses to the Impoliteness Strategies

There are three choices open to a recipient of a face threatening act or impoliteness act, i.e. accepting the face attack, countering the face attack, and choosing not to respond. All three responses of impoliteness strategy can be found in *Sherlock* along with the subcategories of countering face attack, which are offensive and defensive.

a. Accepting the face attack

According to Bousfield (2008: 193), participants who choose to accept the face attack sense some kind of responsibility for the impoliteness act to happen. They may also agree with the impolite assessment contained within the exacerbated FTA. In this research, accepting the face attack is the most infrequent response used by the characters in *Sherlock*.

In the first example, Sherlock gives his thought about Molly's lipstick. He performs negative impoliteness strategy as he criticizes Molly for removing her lipstick.

Sherlock	:	What happened to the lipstick?	
Molly	:	It wasn't working for me.	
Sherlock	:	Really? I thought it was a big improvement. Your mouth's too small now.	
Molly	:	... Okay.	(05-1/WP/CR/DE)

In the example, Molly accepts Sherlock's face attack as she says "Okay." Although she does not actually agree with Sherlock's critique, she accepts it because she has a crush on Sherlock.

The next example can be seen when Lestrade asks Sherlock to come and help him solve a murder case. Lestrade comes to Sherlock's flat to pick him up.

Lestrade	:	Will you come?	
Sherlock	:	Not in a police car. I'll be right behind.	
Lestrade	:	Thank you.	(09-1/PI/CR/AC)

Sherlock employs positive impoliteness strategy toward Lestrade by saying that he does not want to come with Lestrade in a police car. As a response, since Lestrade does really need Sherlock's help, he just accepts the face attack. He expresses his agreement by saying "Thank you" and agrees with Sherlock's request for not coming with Lestrade in a police car.

The last example of accepting face attack can be seen in the conversation between a receptionist and a woman at a clinic. The woman has been waiting for the doctor for a long time even though she has made an appointment.

Woman : This is taking ages.
 Receptionist : **Err... sorry.**
 Woman : What's the point of making an appointment if they
 can't even stick to it?

(52-2/BR/AF/AC)

The woman directly attacks the receptionist's face because she has made an appointment with the doctor but she still has to wait for so long. She uses the impoliteness strategy to express her disappointment. The receptionist is aware of the situation and thus she accepts the face attack directed to her. Although it is not the receptionist's fault, she feels a sense of responsibility for making the woman wait for so long.

b. Countering the face attack

There are two options which can be used to counter the face attack, i.e. using offensive and defensive strategies.

1) Offensive Strategy

Countering the face attack by offensive strategy refers to the response of face attack with face attack (Harris et al in Culpeper, 2003: 1562).

In the first example, Donovan and Sherlock meet at the entrance of a crime scene. Donovan tries to show her disagreement and dislike toward Sherlock who she thinks often intervenes with the police' work.

Donovan : Well, you know what I think, don't you?
 Sherlock : Always, Sally. **I even know you didn't make it home last night.**

(13-1/PI/CR/OF)

As a response to Donovan's face attack toward him, Sherlock employs offensive strategy. He knows that Anderson's wife is away and last night Donovan stayed over at Anderson's place. He uses it to counter attack Donovan's attack.

The next example of offensive strategy is a conversation between Mycroft and John. Mycroft wants John to spy on his brother, Sherlock, but John refuses to do it. Mycroft then brings about John's therapy record which is supposed to be known only by John and his therapist.

Mycroft	: Your therapist thinks it's post traumatic stress disorder. She thinks you're haunted by memories of your military service.
John	: Who the hell are you? How do you know that?

(28-1/NI/CR/OF)

John is surprised because Mycroft knows about his therapy record even though they have never met before. He cannot take the face attack employed by Mycroft and thus he attacks back. He uses the negative expression by asking "Who the hell are you?" to attack Mycroft.

The last example of offensive strategy can be seen in the conversation between Molly and Sherlock about Molly's new boyfriend, Jim, who according to Sherlock is gay.

Molly	: He's not gay. Why do you have to spoil? He's not.
Sherlock	: With that level of personal grooming?

(65-3/BR/AF/OF)

Molly tries to defend his boyfriend by telling Sherlock that Jim is not gay. She confronts Sherlock because she is offended by Sherlock's statement about Jim. However, Sherlock is sure that Jim is gay and so he does not want to apologize.

Instead, he counters Molly's attack by another attack. He utters a challenging question which refers that Jim is gay.

2) Defensive Strategy

As Labov (in Culpeper et al, 2003: 1562) claimed, defensive strategy mainly counters a face attack by defending one's own face. Defensive strategy is the most commonly used strategy to respond a face attack in *Sherlock*.

The first example of defensive strategy can be seen in the conversation between Sherlock and Lestrade. Both of them are in the crime scene of a murder when Sherlock suddenly told Lestrade to shut up even though Lestrade did not say or do anything.

Sherlock : Shut up.

Lestrade : **I didn't say anything.**

(19-1/BR/AF/DE)

Sherlock carries bald on record impoliteness as he uses silencer word "Shut up". He employs the impoliteness strategy because he wants to concentrate on the case. As a response, Lestrade counters Sherlock's attack by defending himself since he did not say anything or make any noise.

In the next example, Sherlock and Lestrade are in the middle of conversation about Sherlock's analysis on the victim's identity.

Lestrade : Oh, for God's sake, if you're just making this up...

Sherlock : **Her wedding ring. Ten years old at least. The rest of her jewellery has been regularly cleaned, but not her wedding ring. State of her marriage right there. The inside of the ring is shinier than the outside – that means it's regularly removed. The only polishing it gets when she works it off her finger.**

(52-2/BR/AF/AC)

It is hard for Lestrade to believe Sherlock because Sherlock can easily identify the victim's identity just by observing the body. Thus, he attacks Sherlock's face by threatening him. Sherlock then counters the face attack by defending himself. He gives Lestrade a full explanation on his analysis to block the face attack.

Another example can be seen in the conversation between Sherlock and Mycroft. Sherlock has almost become the next victim of a murderer but someone saves his life. His brother comes to the scene as he is worried about Sherlock.

Sherlock	: What are you doing here?
Mycroft	: As ever, I'm concerned about you.

(41-1/PI/CR/OF)

Mycroft counters Sherlock's impoliteness act by ignoring the face attack. He manages the face attack as he explains that he is concerned about Sherlock. He chooses to defend himself because he knows that there is no point in being irritated or replying his brother's attack.

c. Choosing not to respond (non-verbal response)

As stated by Bousfield (2008: 188), when a person choose not to respond to a face attack, it might be caused by several reasons or that there are intended participant aims within a conversational exchange, including defending one's own face.

The first example of non-verbal response can be seen in the response given to Sherlock's utterances. Sherlock, John and some police officers are in the middle of a discussion about a murder case when Sherlock employs an impoliteness strategy in his utterances.

Sherlock : It's obvious, isn't it?
 John : It's not obvious to me.
 Sherlock : Dear God. What is it like in your funny little brains? It must be so boring,
 Others : (*Silent*)

(23-1/OR/EN/NR)

Sherlock employs off-record impoliteness strategy as he uses implicature as a means of his impolite act. He makes a joke that other people's brains do not work as much as his brain works which makes it hard for them to understand what Sherlock understood. The people in the room give no response toward Sherlock because they know that there is no point in countering Sherlock's attack. They have known Sherlock for quite some time to understand his arrogant behavior.

Another example of giving no response is a conversation between Sherlock and Mrs. Hudson. Sherlock shot some bullets to his flat's wall which leaves some holes on the wall. Mrs. Hudson who comes to Sherlock's flat sees the holes and asks Sherlock about it.

Mrs. Hudson : Hey. What've you done to my bloody wall?!
 Sherlock : (*Silent*) (*Quirks a smile and turns around to admire his handiwork*)

(57-3/BR/CR/NR)

Sherlock chooses to keep silent because he does not feel guilty about what he has done. Although he is fully aware of what he has caused, he does not care about Mrs. Hudson's face attack toward him.

The last example of non-verbal response happens in the conversation between John and Raz. John interrupts Raz when he talks to Sherlock about a clue

to solve a case. John has to go the Magistrate Court on Tuesday because of a crime done by Raz, thus he tries to talk to Raz.

Raz : Found something you'll like.
 John : Tuesday morning, all you've gotta do is turn up and say the bag was yours.
 Raz : (*Silent*)

(49-2/NI/AF/NR)

John employs negative impoliteness strategy toward Raz by telling him to turn himself over to the police so that John does not have to confess about the crime he did not do. He is irritated by Raz's behavior and wants him to be responsible. However, Raz does not give any response to John. He just keeps silent because he knows that he is wrong but he does not want to go to the police.

In conclusion, the characters in *Sherlock* perform impoliteness strategies with certain functions. It shows that the types and functions of impoliteness strategies are closely related. For example, by using negative impoliteness strategy, the characters try to get more benefit or get their current benefit protected. It can be seen from the data where negative impoliteness strategy as the most frequently used strategy is commonly used by the characters to employ coercive impoliteness function. In addition, generally, the characters in *Sherlock* try to manage the face attack addressed to them so that they can maintain their public self-image.

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

There are two sections in this chapter; they are conclusions and suggestions. The three points stated in conclusions section are concluded from the research findings which are related to the formulation of the problems and objectives of the research. Meanwhile, the suggestions section provides some suggestions for some parties related to the results of the research.

A. Conclusions

Based on the findings and discussions in previous chapter, some conclusions are presented as follows.

1. The first objective of this research is to find out the types of impoliteness strategies used in *Sherlock*. The data of the research are classified based on the framework of impoliteness proposed by Culpeper. The findings of the research reveal that all the five types of impoliteness strategy occur in *Sherlock*. The strategies are bald on record impoliteness, positive impoliteness, negative impoliteness, off-record impoliteness, and withhold politeness. However, the frequency of each type of impoliteness strategies is different. The most frequently occurred strategy is negative impoliteness with 21 occurrences out of 76 data (27.6%). This strategy becomes the most used strategy in *Sherlock* because the characters in *Sherlock* tend to use this strategy as a means to make other characters follow their order by attacking

the negative face wants. On the other hand, the least strategy that occurring in this research is withholding politeness which appears only 3 times (3.9%). Withhold politeness becomes the most rarely used strategy in *Sherlock* because the characters prefer to express their impolite act rather than choosing not to be polite.

2. The second objective of this research is to describe the function of impoliteness strategies used in *Sherlock*. The data of the research are classified based on the functions of impoliteness proposed by Culpeper. There are three functions which appear in the series, i.e., affective impoliteness, coercive impoliteness, and entertaining impoliteness. Coercive impoliteness becomes the most frequently occurred function in *Sherlock* with 46 occurrences out of 76 data (55.3%). This function is the most dominant function used in this research because the characters in *Sherlock* want to get more benefit or get their current benefit protected. On the contrary, entertaining impoliteness becomes the least used function in *Sherlock*. This function appears only 9 times out of 76 data (11.8%) since the main purpose of impoliteness strategies appeared in *Sherlock* is not used as a means of entertainment.
3. The last objective of this research is to identify the characters' responses to the impoliteness strategies addressed to them in *Sherlock*. The findings in this research show that there are three types of responses used in the series. The three responses are accepting face attack, countering face attack, and non-verbal response. Additionally, countering face attack has two sub-strategies,

i.e. offensive strategy and defensive strategy. The most dominant response used by the characters in *Sherlock* is countering face attack by defensive strategy with 33 occurrences out of 76 data (43.4%). The characters choose to use defensive strategy in responding an impoliteness act because they want to save their faces. On the contrary, accepting the face attack has the least occurrence with 7 data (9.25%) because the characters in *Sherlock* cannot accept the face attack performed toward them.

B. Suggestions

Based on the conclusions as shown above, some suggestions can be presented as follows.

1. To the Students of Language and Literature Study Program

Pragmatics covers various phenomena of language use including impoliteness. However, the phenomenon of impoliteness in language use has not gained much attention. Thus, the researcher suggests the students of English and Literature Study Program, especially those who are majoring in linguistics, to learn and conduct research on impoliteness. Moreover, the students can use this research as a reference to enrich their knowledge in impoliteness strategies.

2. To Other Researchers

This research focuses on finding out the types of impoliteness strategies, describing the function of impoliteness strategies, and also identifying the characters' responses toward the impoliteness strategies in *Sherlock*.

Meanwhile, there are other problems such as the triggering factors of impoliteness and the realizations of impoliteness which can be analyzed by other researchers who want to conduct research about impoliteness. It is expected that this research may be useful as a reference for other researchers. The researcher also suggests other researchers to use different kind of data source, such as movies, novels, plays, and other TV-series.

3. To Readers in General

Impoliteness phenomenon can be found in social interactions and frequently occurs in daily conversation. Thus, it is expected that the concept of impoliteness asserted in this research can give some information about impoliteness in daily communication. For this reason, the readers can be more cautious in choosing certain strategies in order to maintain good communication with others and to gain their goal throughout that communication.

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APPENDICES

Appendix A. Data Sheet of Types, Functions, and Responses of Impoliteness Strategies in *Sherlock*

Notes

Code : Number-Episode/Type/Function/Response

Types of Impoliteness Strategy

BR : Bald on record impoliteness
PI : Positive impoliteness
NI : Negative impoliteness
OR : Off-record impoliteness
WP : Withhold politeness

Functions of Impoliteness Strategy

AF : Affective impoliteness
CR : Coercive impoliteness
EN : Entertaining impoliteness

Responses of Impoliteness Strategy

AC : Accepting face attack
CO : Countering face attack
OF : Offensive
DE : Defensive
NR : Non-verbal response

The impoliteness strategies are presented in bold.

The responses of impoliteness strategy are presented in underline.

Code	Data	Types					Functions			Responses				Explanation
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR	
											OF	DE		
01-1/ BR/AF/DE	Donovan: You've got to stop him doing that. He's making us look like idiots. Lestrade: <u>Well, if you can tell me how he does it, I'll stop him.</u>	√					√					√		Donovan performs bald on record impoliteness strategy. Her utterances indicate that she accused Lestrade for not being able to make Sherlock stops interrupting their job as police officers. She uses the impoliteness strategies to express her frustration at Lestrade. As a response, Lestrade tries to defend his face by stating that he does not know how to stop Sherlock.

Code	Data	Types					Functions			Responses				Explanation
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR	
											OF	DE		
02-1/ PI/AF/NR	Mike: I heard you were abroad somewhere, getting shot at. What happened? John: I got shot. Mike: (<u>Silent</u>)		√				√						√	In this scene, John uses positive impoliteness strategy as a response to Mike’s question. He makes Mike feel uncomfortable for asking the question. He wants to show Mike that he doesn’t like to be asked about his military experience, thus he uses affective impoliteness. Mike then realizes John’s intention and accepts the FTA by staying silent.
03-1/ PI/CR/DE	Molly: (<i>Jokingly</i>) So, bad day, was it? Sherlock: (<i>Ignoring her banter as he gets out a notebook and starts writing in it</i>) I need to know what bruises form in the next twenty minutes. A man’s alibi depends on it. Text me. Molly: <u>Listen, I was wondering: maybe later when you’re finished ...</u>		√					√				√		Sherlock fails to acknowledge Molly’s hospitality towards him. He performs positive impoliteness strategy by asking Molly to do some work when Molly tries to have a casual conversation with him. Furthermore, he doesn’t pay any attention to what Molly says and suddenly changes the topic of the conversation. Although Sherlock may not realize that he performs impoliteness strategy, he uses coercive impoliteness to show that he has more power than Molly in the conversation. As Molly’s response, she uses defensive strategy to manage the face attack. She ignores the fact that Sherlock ignores her and tries to change the topic of conversation.

Code	Data	Types					Functions			Responses				Explanation
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR	
											OF	DE		
04-1/ PI/CR/AC	Molly: I was wondering if you'd like to have coffee. Sherlock: Black, two sugars, please. I'll be upstairs. Molly: <u>... Okay.</u>		√					√		√				Sherlock performs positive impoliteness strategy as he failed to be aware of Molly's intention to ask him out. He employs positive impoliteness strategy with coercive impoliteness function since he acts like a boss who can order Molly to do whatever he wants. Molly responds to Sherlock's impolite act by saying yes as she accepted it.
05-1/ WP/CR/ DE	Mike: It's an old friend of mine, John Watson. Sherlock: Afghanistan or Iraq? John: <u>Sorry?</u>					√		√				√		There is an absence of politeness work in Sherlock's response when Mike introduces him to John Watson. Instead of introducing himself in return, he directly asks John about his military career on their first meet. Sherlock tries to gain benefits of knowing John's background, thus he uses the withhold politeness strategies with coercive impoliteness. As a response, John tries to defend his face by pretending not to understand Sherlock's question.
06-1/ NI/CR/AC	Sherlock: What happened to the lipstick? Molly: It wasn't working for me. Sherlock: Really? I thought it was a big improvement. Your mouth's too small now. Molly: <u>... Okay.</u>			√				√		√				Sherlock employs negative impoliteness strategy as he critiques Molly for removing her lipstick. Furthermore, Sherlock's utterance is considered as a coercive impoliteness. It indicates that he has more power over Molly that he can say anything without thinking about Molly's feeling. Molly responds to Sherlock's utterances by saying "Okay" which means she accepts the impolite act.

Code	Data	Types					Functions			Responses				Explanation
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR	
											OF	DE		
07-1/ NI/CR/DE	John: Then who said anything about flatmates? Sherlock: I did. Told Mike this morning that I must be a difficult man to find a flatmate for. Now here he is just after lunch with an old friend, clearly just home from military service in Afghanistan. Wasn't that difficult a leap John: <u>How did you know about Afghanistan?</u>			√				√				√		The negative impoliteness strategy is performed by Sherlock in this scene. He becomes Mr. Know-It-All who can predict Mike's intention to bring John to his office. He then unintentionally invades John's space as he talks about John's military service in Afghanistan. He uses the negative impoliteness strategy to show John that he is able to read a condition without being told about it. In other word, the function of the negative impoliteness strategy is coercive impoliteness. John who just met Sherlock and does not know him well uses defensive strategy to counter the face attack by asking about how Sherlock knew about his placement in Afghanistan.
08-1/ BR/AF/OF	John: We don't know a thing about each other; I don't know where we're meeting; I don't even know your name! Sherlock: <u>I know you're an Army doctor and you've been invalided home from Afghanistan. I know you've got a brother who's worried about you but you won't go to him for help because you don't approve of him – possibly because he's an alcoholic; more likely because he recently walked out on his wife.</u>	√					√				√			John directly attacks Sherlock's face because he does not know anything about Sherlock but Sherlock insists on him to share flat. John uses affective impoliteness function since he indirectly blames Sherlock for making him upset. Sherlock returns the face attack using offensive strategy. By using offensive strategy, he counters John's face attack with face attack. He reveals everything he knows about John, which he gets from his analysis on John.

Code	Data	Types					Functions			Responses				Explanation
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR	
											OF	DE		
	<u>And I know that your therapist thinks you limp’s psychosomatic – quite correctly, I’m afraid. That’s enough to be going on with, don’t you think?</u>													
09-1/ PI/CR/AC	Lestrade: Will you come? Sherlock: Not in a police car. I’ll be right behind. Lestrade: <u>Thank you.</u>		√					√		√				Sherlock performs positive impoliteness strategies as he seems unconcerned with Inspector Lestrade’s request even though Lestrade has politely asked Sherlock to come with him to solve a case. Although Sherlock agrees to come with Lestrade, he clearly shows his dislike towards police by refusing to come in police car. He uses coercive impoliteness to indicate that he has power over Lestrade and he wants to manage his reputation. However, since Lestrade needs Sherlock’s help, he responds to Sherlock’s impolite act by accepting it.
10-1/ PI/AF/AC	Mrs. Hudson: I’ll make you that cuppa. You rest your leg. John: Damn my leg! Sorry, I’m so sorry. It’s just sometimes this bloody thing ... Mrs. Hudson: <u>I understand, dear; I’ve got a hip.</u>		√				√			√				Using the taboo word ‘damn’, John employs positive impoliteness strategy. His utterance is considered as impolite although he says sorry afterwards since he is not sincere with his apology. The function of impoliteness strategy used by John is affective impoliteness since he uses the positive impoliteness strategy to express his frustration about his leg. In response, Mrs. Hudson who does not realize the face attack accepts the impoliteness strategies.

Code	Data	Types					Functions			Responses				Explanation
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR	
											OF	DE		
11-1/ OR/AF/DE	John: Cup of tea'd be lovely, thank you. Mrs. Hudson: Just this once dear. I'm not your housekeeper. John: Couple of biscuits too, if you've got 'em. Mrs. Hudson: <u>Not your housekeeper!</u>				√		√					√		John performs off-record impoliteness strategy towards Mrs. Hudson. In this strategy he performs the face attack implicitly. He employs the off-record strategy with affective impoliteness because he is in a bad mood and he gets annoyed by Mrs. Hudson. Mrs. Hudson responds to the face attack with defensive strategy. She defends herself by saying lightly that she is not his housekeeper.
12-1/ BR/CR/DE	Donovan: Hello, freak. Sherlock: <u>I'm here to see Detective Inspector Lestrade.</u> Donovan: Why? Sherlock: I was invited. Donovan: Why? Sherlock: I think he wants me to take a look.	√						√				√		Sergeant Sally Donovan uses bald on record impoliteness to attack Sherlock's face in a clear and direct way by calling him freak. Moreover, she keeps on attacking Sherlock's face by asking him over and over about the reason he comes to the crime scene. The function of the impoliteness strategy she uses is coercive impoliteness. She wants to shows Sherlock that she has more power in that place than him as she is a member of the police department. In response, Sherlock uses defensive strategy to reduce the face damage. He ignores the face attack and calmly gives answers to Donovan.

Code	Data	Types					Functions			Responses				Explanation	
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR		
											OF	DE			
13-1/ PI/CR/OF	Donovan: Well, you know what I think, don't you? Sherlock: Always, Sally. <u>I even know you didn't make it home last night.</u>		√					√				√			To show her dislike toward Sherlock and attacks him, Sergeant Donovan uses positive impoliteness strategy. She wants to damage Sherlock's face and shows him that she is unconcerned with his business. At the same time, she wants to makes sure that Sherlock knows his position is lower than her in the crime scene, thus she uses coercive impoliteness. As the response, Sherlock uses offensive strategy to counter attack Sergeant Donovan. His utterances imply that he knows about Sergeant Donovan's private business.
14-1/ NI/EN/NR	Donovan: Er, who's this? Sherlock: Colleague of mine, Doctor Watson. Doctor Watson, Sergeant Sally Donovan. (<i>His voice drips with sarcasm.</i>) Old friend. Donovan: A colleague? How do you get a colleague?! What, did he follow you home? Sherlock: (<u>Silent</u>)			√					√					√	Sergeant Sally Donovan performs negative impoliteness strategy as she makes fun of the fact that Sherlock introduces John Watson as his friend. She does not believe that someone like Sherlock can make a friend. She uses the impoliteness strategy as an entertaining impoliteness because she finds it funny that Sherlock has a friend. Sherlock who has known Donovan's dislike towards him gives no response to the face attack and chooses to stay silent.

Code	Data	Types					Functions			Responses				Explanation
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR	
											OF	DE		
15-1/ BR/CR/OF	Anderson: It's a crime scene. I don't want it contaminated. Are we clear on that? Sherlock: <i>(Taking in another deep breath through his nose.) Quite clear. And is your wife away for long?</i>	√						√			√			Anderson directly attacks Sherlock by straightforwardly telling Sherlock that he does not want the crime scene to be contaminated. He performs the bald on record impoliteness strategy with coercive impoliteness function to show that he has bigger authority in the crime scene as a member of the forensic team. In response to the face attack, Sherlock counters to it using offensive strategy. He returns the face attack with another face attack. He attacks Anderson using implicature as he asks about Anderson's wife whereabouts.
16-1/ OR/AF/OF	Sherlock: Quite clear. And is your wife away for long? Anderson: <u>Oh, don't pretend you worked that out. Somebody told you that.</u> Sherlock: Your deodorant told me that.				√		√				√			Sherlock performs off-record impoliteness strategy as he attacks Anderson by asking about his wife's whereabouts. He uses the off-record strategy with affective impoliteness function because he is annoyed by Anderson's bossy attitude. As a response, Anderson counters the face attack using offensive strategy. He argues that Sherlock just pretends to know that his wife is away.

Code	Data	Types					Functions			Responses				Explanation
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR	
											OF	DE		
17-1/ OR/EN/ DE	Anderson: My deodorant? Sherlock: (With a quirky expression on his face.) It's for men. Anderson: Well, of course it's for men! I'm wearing it! Sherlock: So's Sergeant Donovan. Anderson: <u>Now look, whatever you're trying to imply...</u>				√				√			√		Sherlock uses off-record impoliteness to attack Anderson's face. He states that Anderson and Donovan wear the same deodorant which imply that they might have spend the night together since Anderson's wife is away. Sherlock performs the entertaining impoliteness as he makes Anderson as the entertainment object. Anderson counters the face attack using defensive strategy. He tries to explain the situation and denies what Sherlock implies.
18-1/ OR/EN/ NR	Anderson: Now look, whatever you're trying to imply... Sherlock: I'm not implying anything. I'm sure Sally came round for a nice little chat, and just happened to stay over. And I assume she scrubbed your floors, going by the state of her knees. Anderson: (<u>Stares at Sherlock in horror without saying anything.</u>)				√				√				√	Sherlock performs off record impoliteness when he denies Anderson's statement. He avoids Anderson's accusation that he implies Anderson and Donovan have an affair. However, his denial gives stronger attack towards Anderson's face. The function of the off record impoliteness strategy is entertaining impoliteness. Sherlock uses the impoliteness strategy to exploit Anderson's relationship with Donovan where at the same time he finds it entertaining. Anderson gives non verbal response to Sherlock's face attack. He stays silent because he lost of words and does not know how to deal with Sherlock.

Code	Data	Types					Functions			Responses				Explanation
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR	
											OF	DE		
19-1/ BR/AF/DE	Sherlock: Shut up. Lestrade: <u>I didn't say anything.</u>	√					√					√		Using silencer word 'shut up', Sherlock carries bald on record impoliteness. He uses the strategy with affective impoliteness function to express his emotion when he is trying to solve a case. Lestrade who does not say or do anything counters Sherlock's impolite act using defensive strategy. He tends to block the face attack because he is not responsible for Sherlock's emotion.
20-1/ PI /CR/NR	Lestrade: Got anything? Sherlock: Not much. Anderson: (<i>Standing in front of the open door.</i>) She's German. 'Rache', it's German for 'revenge'. She could be trying to tell us something... Sherlock: Yes, thank you for your input. (<i>Slamming the door shut</i>) Anderson: (<u>Silent.</u>)		√					√					√	The positive impoliteness strategy is performed by Sherlock by slamming the door in front of Anderson's face when he is trying to explain his theory about the case. Sherlock excludes Anderson and ignores his suggestion. The function of the positive impoliteness strategy employed by Sherlock is coercive impoliteness. He seeks realignment of values between himself and Anderson that he has more authority in decoding the case. Since Sherlock slams the door, Anderson cannot give any response.

Code	Data	Types					Functions			Responses				Explanation
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR	
											OF	DE		
21-1/ NI/CR/OF	Lestrade: Wait, no, we have a whole team right outside. Sherlock: They won't work with me. Lestrade: I'm breaking every rule letting you in here. Sherlock: <u>Yes... because you need me.</u>			√				√			√			Lestrade uses negative impoliteness strategy as he tries to reject Sherlock's intention to do the investigation alone. The function of Lestrade's impoliteness strategy is coercive impoliteness. He wants to show Sherlock that he is the one responsible there and that he has more authority. However, Sherlock knows that Lestrade does need him, thus he responds to the face attack using offensive strategy.
22-1/ PI/AF/DE	Lestrade: Oh, for God's sake, if you're just making this up..... Sherlock: <u>Her wedding ring. Ten years old at least. The rest of her jewellery has been regularly cleaned, but not her wedding ring. State of her marriage right there. The inside of the ring is shinier than the outside – that means it's regularly removed. The only polishing it gets is when she works it off her finger.</u>		√				√					√		Lestrade attacks Sherlock's face using positive impoliteness strategy. Lestrade does not believe in Sherlock and gives him threat on the information he gives. Lestrade uses the positive impoliteness strategy with affective impoliteness function. He gets annoyed by Sherlock because as a detective inspector he has the right to know the truth about the case but Sherlock does not give him any hints. Sherlock responds to the threats by counter the face attack using defensive strategy. He explains about his analysis of the case so that the face attack does not damage his face.

Code	Data	Types					Functions			Responses				Explanation
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR	
											OF	DE		
23-1/ OR/EN/ NR	Sherlock: It's obvious isn't it? John: It's not obvious to me. Sherlock: Dear God. What is it like in your funny little brains? It must be so boring. Others: (Silent.)				√				√				√	Sherlock performs off record impoliteness as he uses it by a means of implicature. The impolite act he carries is not directly stated. He states that as an amusement for him, thus it is considered as an entertaining impoliteness. In response to Sherlock's impolite act, the targets give non verbal responses because they know Sherlock's behavior.
24-1/ OR/AF/DE	Lestrade: She was writing 'Rachel'? Sherlock: No, she was leaving an angry note in German... Of course she was writing Rachel; no other word it can be. Question is: why did she wait until she was dying to write it? Lestrade: <u>How do you know she had a suitcase?</u>				√		√					√		The impolite act is employed using off record impoliteness strategy. Sherlock sarcastically brings about the topic of angry note in German which was discussed before even though what is asked by Lestrade is correct. He can just answer Lestrade question by saying yes but instead he chooses a sarcastic way. The impolite act is performed out of Sherlock's frustration towards everyone who cannot get the hint. As the response, Lestrade tries to manage Sherlock's face attack using defensive strategy. He ignores the face attack and asks another question.

Code	Data	Types					Functions			Responses				Explanation
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR	
											OF	DE		
25-1/ NI/CR/OF	Mycroft: The leg must be hurting you. Sit down. John: <u>I don't wanna sit down.</u> Mycroft: You don't seem very afraid. John: You don't seem very frightening.			√				√			√			Mycroft tends to attack John's negative face by invading John's space. He uses the negative impoliteness strategy and tries to frighten John with his words. The function of the strategy he uses is coercive impoliteness. Mycroft wants to gain more power over John by using command words. John who does not know who Mycroft is counters the face attack with another face attack. He refuses to follow Mycroft's order and shows Mycroft that he is not afraid of him.
26-1/ OR/CR/ DE	Mycroft: Mmm, and since yesterday you've moved in with him and now you're solving crimes together. Might we expect a happy announcement by the end of the week? John: <u>Who are you?</u>				√			√				√		Off record impoliteness strategy is employed in Mycroft's utterances. He makes fun of John's relation with Sherlock to indirectly attack John's face. Mycroft wants to get some information from John but John does not give him any. Thus, he uses the off record strategy with coercive impoliteness function to force John. On the other hand, John manages to counter the face attack using defensive strategy. He ignores Mycroft's impolite act and instead asks about his identity.

Code	Data	Types					Functions			Responses				Explanation
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR	
											OF	DE		
27-1/ PI/CR/DE	John: I could be wrong... but I think that's none of your business. Mycroft: <u>It could be.</u>		√					√				√		John refuses to give any information to Mycroft and disassociates him by saying “I think that's none of your business”. He uses the positive impoliteness strategy with coercive impoliteness function as the two of them are having clash of interest and John wants to disassociate from Mycroft. As a response, Mycroft blocks the impoliteness strategy by saying the contrary.
28-1/ NI/CR/OF	Mycroft: Your therapist thinks it's post-traumatic stress disorder. She thinks you're haunted by memories of your military service. John: <u>Who the hell are you?! How do you know that?</u>			√				√			√			Mycroft performs negative impoliteness strategy by invading John's privacy. He knows about what is supposed to be only known by John and tells John about it. He uses coercive impoliteness to make John aware that he has more power than what John thinks. In response, John uses offensive strategy and uses taboo words towards Mycroft.
29-1/ NI/CR/DE	Sherlock: John, you probably want to shut up now. John: <u>Yeah, but come on...</u>			√				√				√		Sherlock employs negative impoliteness strategy to make John quiet. He uses the silencers word ‘shut up’ and damages John's freedom of action to speak. He uses the coercive impoliteness as he and John have different view on a situation and he wants to make John follow his order. John counters the face attack and deflects the face attack using defensive strategy.

Code	Data	Types					Functions			Responses				Explanation	
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR		
											OF	DE			
30-1/ PI/AF/DE	Sherlock: I'm not your sniffer dog. Lestrade: <u>No, Anderson's my sniffer dog.</u>		√				√						√		By using inappropriate identity markers ‘sniffer dog’ towards himself, Sherlock performs positive impoliteness strategy. He uses the strategy to decline to cooperate with Lestrade. He gets upset as Lestrade is using filthy way to make him willing to cooperate. Thus, he performs affective impoliteness. Lestrade who knows that Sherlock gets upset responds by using defensive strategy. He avoids Sherlock's accusation and uses Anderson as a scapegoat.
31-1/ NI/AF/OF	Sherlock: Anderson, what are you doing here on a drugs bust? Anderson: <u>Oh, I volunteered.</u>			√			√					√			Sherlock attacks Anderson's face using negative impoliteness strategy. He attacks Anderson's freedom of action. He questions Anderson's presence in a drugs bust because as a member of forensic team Anderson should not join a drug bust. He uses affective impoliteness to shows his anger and annoyance toward Anderson. However, Anderson responds by using offensive strategy. He teases him by saying that he voluntarily joins the drug bust team in Sherlock's flat.

Code	Data	Types					Functions			Responses				Explanation
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR	
											OF	DE		
32-1/ OR/AF/OF	Anderson: According to someone, the murderer has the case, and we found it in the hands of our favourite psychopath. Sherlock: <u>I'm not a psychopath, Anderson.</u> <u>I'm a high-functioning sociopath.</u> <u>Do your research.</u>				√		√				√			Anderson performs off record impoliteness strategy as he indirectly points at Sherlock for keeping the victim’s suitcase. He addresses Sherlock as a third person and states that Sherlock is their ‘favourite’ psychopath. The function of the impoliteness strategy he carried is affective impoliteness. Anderson has a particular interest in attacking Sherlock’s face since he does not get along well with him. In response to the off record strategy, Sherlock employs offensive strategy and counter Anderson’s face attack. He explains about his situation as a high-functioning sociopath and tells Anderson to ‘do the research’.
33-1/ OR/AF/DE	Sherlock: No, that’s ... that’s not right. How ... Why would she do that? Why? Anderson: Why would she think of her daughter in her last moment? Yup – sociopath; I’m seeing it now. Sherlock: <u>She didn’t think about her daughter. She scratched her name on the floor with her fingernails.</u> <u>She was dying. It took effort. It would have hurt.</u>				√		√					√		Using off record impoliteness strategy, Anderson attacks Sherlock’s face. He brings out the terms of sociopath which was stated by Sherlock when he accused Sherlock as psychopath. Anderson carries the impoliteness strategy with affective impoliteness function because he is annoyed by Sherlock. Meanwhile, Sherlock ignores Anderson’s face attack and uses the defensive strategy as the response. He gives explanation about the condition of the victim.

Code	Data	Types					Functions			Responses				Explanation
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR	
											OF	DE		
34-1/ WP/AF/ NR	John: You said that the victims all took the poison themselves, that he makes them take it. Well, maybe he ... I don't know, talks to them? Maybe he used the death of her daughter somehow? Sherlock: Yeah, but that was ages ago. Why would she still be upset? Others: (<u>Silent.</u>)					√	√						√	Sherlock fails to acknowledge the social situation he is in. He is not aware that he is not supposed to have such a question about mother-daughter relationship. He employs the impoliteness strategy out of his frustration towards the mystery that he tries to solve. The people who hear Sherlock's utterances do not give any response to it. They lost of words and do not know how to respond to Sherlock's lack of empathy.
35-1/ BR/AF/DE	Mrs. Hudson: Isn't the doorbell working? Your taxi's here, Sherlock. Sherlock: I didn't order a taxi. Go away. Mrs. Hudson: <u>Oh dear, They're making such a mess. What are they looking for?</u>	√					√					√		Asking Mrs. Hudson to go away after she nicely tells Sherlock about the taxi is considered as bald on record impoliteness strategy. Moreover, Sherlock performs the bald on record strategy in high note and angry tone. The function of the impoliteness strategy is affective impoliteness. It is used by Sherlock as the outburst of emotion when he is stuck at solving the case. As response, Mrs. Hudson manages the face attack using defensive strategy. She ignores the face attack and shifts her attention to the situation in the flat.

Code	Data	Types					Functions			Responses				Explanation
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR	
											OF	DE		
36-1/ BR/CR/DE	Sherlock: Shut up everybody, shut up! Don't move, don't speak, don't breathe. I'm trying to think. Anderson, face the other way. You're putting me off. Anderson: <u>What? My face is?!</u>	√						√				√		Sherlock performs bald on record impoliteness as he directly and clearly tells anyone in the room to shut up. He especially attacks Anderson and orders him to face the other way. He employs the strategy because he is frustrated as his flat gets more crowded and noisy that he cannot think. However, Anderson tries to block Sherlock's face attack and using defensive strategy to respond to it.
37-1/ BR/AF/NR	Mrs. Hudson: What about your taxi? Sherlock: <i>(Shouting furiously)</i> MRS. HUDSON! Mrs. Hudson: <i>(Silent) (Turns and hurries away down the stairs.)</i>	√					√						√	The bald on record impoliteness strategy in this scene is employed when Sherlock furiously says Mrs. Hudson's name. He ignores Mrs. Hudson's notification about the taxi and ousts Mrs. Hudson by being angry at her. The function of the impoliteness strategy is affective as Sherlock displays his heightened emotion and anger. As response, Mrs. Hudson says nothing but flees from the room because he is afraid of Sherlock's anger.

Code	Data	Types					Functions			Responses				Explanation
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR	
											OF	DE		
38-1/ OR/EN/ NR	Sherlock: Ah! She was clever, clever yes! She's cleverer than you lot and she's dead. Do you see, do you get it? She didn't lose her phone, she never lost it. She planted it on him. Others: (<u>Silent in confusion</u>)				√				√				√	In this scene, Sherlock uses off record impoliteness strategy to attack the others' faces and boast about his capability. He explains about his analysis and implicitly uses some mockery in his utterances. He employs entertaining impoliteness as he gets excited towards his accomplishment. The audiences, not having understood what Sherlock says, give non verbal response towards Sherlock's impoliteness strategy.
39-1/ OR/EN/ DE	Sherlock: Oh, look at you lot. You're all so vacant. Is it nice not being me? It must be so relaxing. Rachel is not a name. John: (<u>Then what is it?</u>)				√				√			√		Sherlock employs off record impoliteness as he indirectly mock the people in the room. He makes a comparison between him and the people and points out that not being him must be relaxing. He uses the strategy as entertaining impoliteness because it is funny for him. In response to Sherlock's impoliteness strategy, John uses defensive strategy. He sets aside the face attack and asks about what actually Rachel is.

Code	Data	Types					Functions			Responses				Explanation
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR	
											OF	DE		
40-1/ BR/CR/ NR	Anderson: So we can read her e-mails. So what? Sherlock: Anderson, don't talk out loud. You lower the I.Q of the whole street. We can do much more than just read her e-mails. It's a smartphone, it's got GPS, which means if you lose it you can locate it online. She's leading us directly to the man who killed her. Anderson: (<u>Silent</u>)	√						√					√	The face attack performed by Sherlock is bald on record impoliteness strategy. He performs the face attack in a direct and clear way toward Anderson to make him quiet. It is considered coercive impoliteness since Sherlock wants to make Anderson aware that he has more authority there and that Anderson's opinion is groundless. Anderson responds to the impoliteness strategy by being silent. He knows that Sherlock's explanation is right so he cannot counter Sherlock's attack.
41-1/ PI/CR/OF	Sherlock: What are you doing here? Mycroft: <u>As ever, I'm concerned about you.</u>		√					√				√		Sherlock employs positive impoliteness strategy to attack Mycroft. He is being unconcerned and unsympathetic with his brother's concern for him and tries to eject Mycroft's presence. Sherlock uses the strategy as coercive impoliteness because he does not like to be supervised by his brother. He wants Mycroft to know that he has control over his life and that Mycroft should not intervene with his business. In response to Sherlock's impolite act, Mycroft uses defensive strategy. He takes Sherlock's impoliteness lightly and explains that he is concerned with his brother.

Code	Data	Types					Functions			Responses				Explanation
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR	
											OF	DE		
42-2/ OR/AF/ NR	John: You could always go yourself, you know. You’ve been sitting there all morning. You’ve not even moved since I left. Sherlock: (<u>Silent.</u>)				√		√						√	John gets upset with Sherlock because he thinks that Sherlock does not do anything since he left. He uses off record impoliteness strategy to scoff and attack Sherlock’s face. He employs the strategy using sarcastic tone which shows that he is annoyed by Sherlock. The function of the impoliteness strategy John employs is affective impoliteness. He releases his annoyance towards Sherlock using impoliteness strategy. Sherlock responds to John’s attack by staying silent because John’s perception about his activity is not entirely true.
43-2/ NI/EN/DE	Sebastian: He could look at you and tell you your whole life story. John: Yes, I’ve seen him do it. Sebastian: Put the wind up everybody. We hated him. You’d come down to breakfast in the Formal Hall and this freak would know you’d been shagging the previous night. Sherlock: <u>I simply observed.</u>			√					√			√		As an old friend of Sherlock who used to hate him, Sebastian performs negative impoliteness strategy. He attacks Sherlock’s face as he ridicules Sherlock with the story from their past. He associates Sherlock with negative aspect by saying that Sherlock is a freak. He performs the strategy as entertaining impoliteness since he makes Sherlock as the object of entertainment. In response to the face attack, Sherlock uses defensive strategy to manage the face attack. He tries to reduce the face damage by denying what Sebastian has said.

Code	Data	Types					Functions			Responses				Explanation	
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR		
											OF	DE			
44-1/ NI/CR/OF	Sebastian: You're gonna tell me there was, um, a stain on my tie from some special kind of ketchup you can only buy in Manhatan. Sherlock: No, I Sebastian: Maybe it was the mud on my shoes! Sherlock: <u>I was just chatting with your secretary outside. She told me.</u>			√				√				√			Sebastian attacks Sherlock's negative face to mock him. He makes fun of Sherlock's analyzing skills by guessing about what Sherlock might say about him. He mocks Sherlock by using negative impoliteness strategy with coercive impoliteness function. He wants to gain more social power over Sherlock. Sherlock chooses to respond to Sebastian's face attack calmly but strong enough to counter attack. He uses the offensive strategy and lies to him that he gets the information from Sebastian's secretary. He wants to prove that Sebastian is wrong about him and makes him aware of it.
45-2/ PI/CR/DE	Sherlock: Ah, sergeant. We haven't met. Dimmock: Yeah, I know who you are; and I'd prefer it if you didn't tamper with any of the evidence. Sherlock: <u>I've phoned Lestrade. Is he on his way?</u>		√					√					√		Detective Inspector Dimmock ignores Sherlock's hospitality and clearly asks him not to intervene. He employs positive impoliteness strategy to warn Sherlock that he is the one who has the authority there. Sherlock tries to defend his face using defensive strategy. He manages the face attack by asking about Inspector Lestrade.

Code	Data	Types					Functions			Responses				Explanation	
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR		
											OF	DE			
46-2/ OR/CR/ NR	Dimmock: Left-handed? Sherlock: Oh, I'm amazed you didn't notice. All you have to do is look around this flat. Dimmock: (<u>Silent.</u>)				√			√						√	In this scene, Sherlock performs off record impoliteness strategy. He indirectly attacks Dimmock's face. His utterances imply that Dimmock does not give attention to the crime scene. He uses the off record strategy with coercive impoliteness to show Dimmock that he is not an ordinary man. Dimmock stays silent as the response to the face attack because he realizes that Sherlock is right.
47-2/ PI/CR/OF	Sherlock: It was a threat. That's what the graffiti meant. Sebastian: I'm kind of in a meeting. Can you make an appointment with my secretary? Sherlock: <u>I don't think we can wait. Sorry, Sebastian. One of your traders – someone who worked in your office – was killed.</u>		√					√				√			Sebastian is unconcerned with Sherlock's presence. He ignores Sherlock and tells Sherlock to make an appointment with his secretary. He performs positive impoliteness strategy with coercive impoliteness function to confirm his position over Sherlock. Sherlock response to the face attack by employing offensive strategy. He attacks Sebastian's face by explaining the death of Sebastian's colleague in the meeting.

Code	Data	Types					Functions			Responses				Explanation
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR	
											OF	DE		
48-2/ OR/AF/ AC	Sherlock: You’ve been a while. John: Yeah, well, you know how it is. Custody sergeants don’t really like to be hurried, do they? Just formalities: fingerprints, charge sheet; and I’ve gotta be in Magistrates Court on Tuesday. Sherlock: What? John: Me, Sherlock, in court on Tuesday. They’re giving me an ASBO! Sherlock: <u>Good. Fine.</u>				√		√			√				John indirectly expresses his offence to Sherlock. He performs off record impoliteness strategy as he tells the story of what he has to do at the police office. He uses the impoliteness strategy with affective function because he wants to release his anger and he blames Sherlock for making him get caught by the police for something he did not do. Sherlock responses to John’s face attack by accepting it. Although he does not actually give any attention, he just accepts John’s attack and does not try to counter the attack.
49-2/ NI/AF/NR	Raz: Found something you’ll like. John: Tuesday morning, all you’ve gotta do is turn up and say the bag was yours. Raz: (<u>Silent.</u>)			√			√						√	John employs negative impoliteness strategy towards Raz by telling him to turn over himself to the police so that John does not have to confess about the crime he did not do. He attacks Raz’s face and uses the face attack as affective impoliteness. He is irritated by Raz behavior and he wants him to be responsible. However, Raz does not give any response to John. He just keeps silent.

Code	Data	Types					Functions			Responses				Explanation
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR	
											OF	DE		
50-2/ OR/CR/ DE	Dimmock: So ... Sherlock: So either these two men just happened to visit the same Chinese tattoo parlor or I'm telling the truth. Dimmock: <u>What do you want?</u>				√			√				√		The off record impoliteness strategy is performed by Sherlock. He implicitly attacks Dimmock's face by asking whether he is telling the truth or not. The function of impoliteness strategy that Sherlock performs is coercive impoliteness. He uses the impoliteness strategy to gain something from Dimmock. Dimmock who realizes that Sherlock is right manages the face attack using defensive strategy. He agrees to cooperate with Sherlock although he does not say it nicely.
51-2/ PI/CR/AC	Dimmock: Anything else I can do? To assist you, I mean? Sherlock: Some silence right now would be marvelous. Dimmock: (<u>Silent.</u>)		√					√					√	Sherlock is unconcerned with the help offered by Dimmock. He performs positive impoliteness strategy by asking Dimmock to be quiet even though Dimmock just wants to help. Sherlock employs the strategy as coercive impoliteness. He wants to show that he has more power towards Dimmock and that he wants Dimmock to obey him. In response, Dimmock accepts the face attack by being silent.
52-2/ BR/AF/AC	Woman: This is taking ages. Receptionist: <u>Err, sorry.</u> Woman: What's the point of making an appointment if they can't even stick to it?	√					√			√				The woman directly attacks the receptionist's face because she has been waiting for too long. She uses the impoliteness strategy with affective impoliteness function to express her disappointment. The receptionist is aware of the situation that it is not the woman's fault that makes her accepts the face attack.

Code	Data	Types					Functions			Responses				Explanation
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR	
											OF	DE		
53-2/ OR/AF/DE	John: You said circus. This is not a circus. Look at the size of this crowd. Sherlock, this is ... art. Sherlock: <u>This is not their day job.</u> John: No, sorry, I forgot. They're not a circus; they're a gang of international smugglers. Sherlock: Classic Chinese escapology act.				√		√					√		John tries to attack Sherlock's face using off record impoliteness strategy. John implicitly blames Sherlock for taking him there. He employs affective impoliteness since he is upset at Sherlock for tricking him to come to the show. In response to the face attack, Sherlock uses defensive strategy. He ignores the face attack and explains that the performance is not the performers' real job.
54-3/ BR/AF/DE	John: What the hell are you doing? Sherlock: <u>Bored!</u>	√					√					√		Performing bald on record impoliteness strategy, John uses taboo words to attack Sherlock's face. He uses the affective impoliteness as he is surprised that Sherlock shots their flat's wall. Sherlock responds to John's face attack by telling John that he is bored, which is a defensive strategy.
55-3/ NI/EN/DE	John: Whether the Earth goes round the Sun ... Sherlock: Not that again. It's not important. John: Not import... It's primary school stuff. How can you not know that? Sherlock: <u>Well, if I ever did, I've deleted it.</u>			√					√			√		John performs negative impoliteness strategy. He points out about a general topic that Sherlock does not know. He uses the strategy as entertaining impoliteness. He thinks it is funny that a proper genius like Sherlock does not know and care whether the earth goes around the sun. Sherlock tries to manage his face and block the face attack by using defensive strategy. He dodges the topic and says that he has deleted his memory about the fact that the earth goes around the sun.

Code	Data	Types					Functions			Responses				Explanation
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR	
											OF	DE		
56-3/ NI/CR/OF	John: But it's solar system! Sherlock: <u>Oh, hell! What does that matter?</u> <u>So we go round the Sun! If we went round the Moon or round and round the garden like a teddy bear, it wouldn't make any difference. All that matters to me is the work. Without that, my brain rots.</u>			√				√			√			John is still in disbelief because Sherlock does not know that Earth goes round the Sun and performs negative impoliteness strategy. He emphasizes that it is solar system which Sherlock should have known about and keeps bothering Sherlock. John employs coercive impoliteness because he wants Sherlock to admit that although Sherlock is genius, there are things that he does not know. In response, Sherlock chooses to counter John's attack. He performs offensive strategy and uses taboo words.
57-3/ BR/CR/ NR	Mrs. Hudson: Hey. What've you done to my bloody wall?! Sherlock: <u>(Quirks a smile and turns around to admire his handiwork.)</u>	√						√					√	In this scene, Mrs. Hudson performs bald on record impoliteness. She directly asks Sherlock about what he is doing with the flat's wall. She uses the coercive impoliteness to remind Sherlock that she is the owner of the flat and she holds the authority there. Sherlock does not give verbal response to Mrs. Hudson. He just smiles while staring at his work. He does not really care about Mrs. Hudson's face attack.

Code	Data	Types					Functions			Responses				Explanation
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR	
											OF	DE		
58-3/ OR/CR/ DE	Sherlock: If you're so keen, why don't you investigate it? Mycroft: <u>No-no-no-no-no. I can't possibly be away from the office for any length of time – not with the Korean elections so ...</u>				√			√				√		Sherlock implicitly refuses Mycroft's offer and returns the offer to him. He performs off record impoliteness strategy. He employs coercive impoliteness since he does not want to obey Mycroft and do what Mycroft asks him. As a response, Mycroft explains that he has other things to do. He uses defensive strategy to reduce the face damage.
59-3/ NI/CR/DE	Mycroft: Sherlock's business seems to be booming since you and he became... pals. What's he like to live with? Hellish I imagine. John: <u>I'm never bored.</u>			√				√				√		Mycroft uses negative impoliteness strategy as he tries to get information about Sherlock's activities. He invades John's space and expects him to spill out the answer. He employs coercive impoliteness because he wants John to join his side. However, John's response shows that he will not be easily swayed. He performs defensive strategy to counter Mycroft's attack.
60-3/ NI/CR/OF	Mycroft: You've got to find those plans, Sherlock. Don't make me order you. Sherlock: <u>I'd like to see you try.</u>			√				√			√			By enforcing Sherlock to find the plans, Mycroft performs negative impoliteness strategy. He also uses threatening words to make Sherlock do as he says. The function of the strategy is coercive impoliteness. Mycroft wants Sherlock to do something for him, thus he uses the impoliteness strategy. However, Sherlock is not afraid of Mycroft threaten. He uses offensive strategy to counter back and challenges Mycroft.

Code	Data	Types					Functions			Responses				Explanation
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR	
											OF	DE		
61-3/ NI/EN/DE	Sherlock: The Study in Pink? You read his blog? Lestrade: Course I read his blog! We all do. Do you really not know that the Earth goes round the Sun? Sherlock: <u>It isn't the same phone. This one's brand new.</u>			√					√			√		Although the face attack employed by Lestrade is performed in a clear and direct way, he does not intend to do so. He employs negative impoliteness strategy which damage Sherlock's negative face wants. The function of the strategy is entertaining impoliteness as he makes Sherlock the object of mockery since Sherlock does not know that the Earth goes round the Sun. To respond to the face attack, Sherlock shifts the talk and talks about the phone. He employs defensive strategy.
62-3/ PI/CR/NR	John: Try and remember there's a woman here who might die. Sherlock: What for? This hospital is full of people dying, Doctor. Why don't you go and cry by their beside and see what good it does them? John: (<u>Silent.</u>)		√					√					√	Sherlock performs positive impoliteness strategy by being unsympathetic and he also uses inappropriate identity marker to John who is his friend. The function of the impoliteness strategy is coercive impoliteness. Sherlock wants to make John stops disturbing him and so he performs the impoliteness strategy. Since John is aware that what Sherlock said has a point, he does not give any response to Sherlock's utterance and chooses to be silent.

Code	Data	Types					Functions			Responses				Explanation
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR	
											OF	DE		
63-3/ WP/CR/ DE	Jim: So you're Sherlock Holmes. Molly's told me all about you. You on one of your cases? Sherlock: (Silent) Molly: <u>Jim works in I.T upstairs. That's how we met. Office romance.</u> Sherlock: Gay. Molly: Sorry, what?					√		√				√		There's an absence of politeness work where it is expected, thus it is considered as withhold politeness strategy. Sherlock does not give any attention to Jim who is very excited to meet him for the first time. The function of this strategy is coercive impoliteness. Sherlock performs this strategy because he wants people to realize that he does not want to be disturbed while he is working. In response, Molly pretends not to realize Sherlock's absence of politeness act as an act of defensive strategy.
64-3/ OR/CR/ DE	Molly: What do you mean gay? We're together. Sherlock: And domestic bliss must suit you, Molly. You've put on three pounds since I last saw you. Molly: <u>Two and a half.</u>				√			√				√		The impoliteness strategy employed by Sherlock is off record impoliteness strategy. He ignores Molly's question and shifts the topic into Molly's weight. The function of the strategy Sherlock performed is coercive impoliteness. He wants to show that he has power over Molly. Thus, he ignores Molly's question. Molly uses defensive strategy to reduce the face damage by saying that she gains two and a half pound, not three pounds.

Code	Data	Types					Functions			Responses				Explanation	
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR		
											OF	DE			
65-3/ BR/AF/OF	Molly: He's not gay. Why do you have to spoil...? He's not. Sherlock: <u>With that level of personal grooming?</u>	√					√					√			Molly directly confronts Sherlock about his previous statement regarding Jim being gay. She uses the bald on record impoliteness strategy to confirm that Sherlock is wrong. The function of the strategy is affective impoliteness since Molly is offended by Sherlock's statement about Jim. However, although Molly confirms that Jim is not Gay, Sherlock doesn't believe it and counters Molly's face attack. He uses offensive strategy and asks a question as a proof to Molly that Jim's level of personal grooming indicates that he is a gay.
66-3/ OR/AF/DE	John: Charming. Well done. Sherlock: <u>Just saving her time. Isn't that kinder?</u>				√		√						√		Using off record impoliteness strategy, John scoffs at Sherlock for making Molly irritated. John uses affective impoliteness strategy because he is upset about Sherlock's treatment toward Molly. He thinks that Sherlock is being very mean towards Molly. However, Sherlock thinks that it is not a bad thing. He defends himself by saying that he is saving Molly's time.

Code	Data	Types					Functions			Responses				Explanation
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR	
											OF	DE		
67-3/ OR/CR/ NR	John: How did I do? Sherlock: Well, John; really well. I mean, you missed almost everything of the importance, but, um, you know ... John: (<u>Silent.</u>)				√			√					√	Sherlock employs off record impoliteness strategy as he tells John that he is doing well although he missed important parts. The function of the strategy is coercive impoliteness since Sherlock implicitly tells John that he is much better than John. John knows that he cannot be as good as Sherlock, thus he gives no response to it.
68-3/ BR/AF/NR	Donovan: Freak, it's for you. Sherlock: <u>(Accept the phone) Hello?</u>	√					√						√	Donovan performs bald on record impoliteness strategy by calling Sherlock ‘freak’. She employs the impoliteness strategy in a clear and direct way. She uses the affective impoliteness function because she does not like Sherlock. Sherlock does not give any response to the face attack. He just straightly accepts the phone call which is given by Donovan.
69-3/ BR/CR/OF	John: There are lives at stake, Sherlock – actual human lives... Just – just so I know, do you care about that at all? Sherlock: <u>Will caring about them help save them?</u> John: Nope.	√						√			√			John directly and clearly attacks Sherlock’s face with his question. He uses bald on record impoliteness strategy and emphasizes that there are lives at stake. They have different view about the case and John wants Sherlock to do something. Thus, the function of the strategy employed is coercive impoliteness. On the other hand, Sherlock who seems irritated by what John has said uses offensive strategy to counter John’s attack. He defies John by questioning whether caring for people will save their lives.

Code	Data	Types					Functions			Responses				Explanation	
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR		
											OF	DE			
70-3/ BR/CR/DE	Sherlock: Alex Woodbridge knew that the painting was a fake, so somebody sent the Golem to take care of him. Was it you? Miss Wenceslas: <u>What the hell are you talking about?</u>	√						√					√		In this scene, Sherlock clearly tries to attack Miss Wenceslas’ face. He wants to confirm his theory and so he performs bald on record impoliteness strategy. The function of the strategy is coercive impoliteness. Sherlock tries to show Miss Wenceslas that he has power over her since he knows about the secret of the fake painting. Miss Wenceslas responds to Sherlock’s face attack by performing defensive strategy. She blocks the face attack and instead of giving Sherlock related answer, she asks about Sherlock’s identity.
71-3/ BR/CR/OF	Sherlock: It is a fake. Don’t know why, but there’s something wrong with it. There has to be. Miss Wenceslas: <u>What the hell are you on about?</u> <u>You know, I could have you sacked on the spot.</u>	√						√				√			Sherlock accuses Miss Wenceslas that she knows about the painting’s falsification. Thus, he performs bald on record impoliteness strategy as he has an intention to attack Miss Wenceslas’ face. Sherlock uses this strategy with coercive function. He acts superior towards Miss Wenceslas and uses the strategy because he wants to gain more information about the fake paintings. Miss Wenceslas who cannot take Sherlock’s chatter chooses to use offensive strategy to counters the face attack. She employs taboo words and tries to threaten Sherlock.

Code	Data	Types					Functions			Responses				Explanation	
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR		
											OF	DE			
72-3/ NI/CR/OF	Sherlock: You know about this, don't you? This is you, isn't it? Miss Wenceslas: <u>Inspector, my time is being wasted. Would you mind showing yourself and your friends out?</u>			√				√				√			Using negative impoliteness strategy, Sherlock persistently asks Miss Wenceslas about the painting. He implicitly accuses Miss Wenceslas as one of the actors behind the falsification of the painting. The function of the strategy is coercive impoliteness. Sherlock uses the impoliteness strategy to oppress Miss Wenceslas. As a response, Miss Wenceslas cast out Inspector Dimmock and Sherlock. She employs offensive strategy to counter Sherlock's attack.
73-3/ NI/CR/OF	Moriarty: So take this as a friendly warning, my dear. Back off. Although I have loved this – this little game of ours. Playing Jim from I.T. Playing gay. Did you like the little touch with the underwear? Sherlock: People have died. Moriarty: That's what people DO! Sherlock: <u>I will stop you.</u>			√				√				√			Moriarty's utterances are considered as negative impoliteness strategy. In his utterances, Moriarty threatens Sherlock and tells him not to intervene with his business. The function of the strategy is to make it clear that Sherlock understands he is less powerful than Moriarty. Moriarty warns Sherlock because he feels he has more power over Sherlock. However, Sherlock does not worry about Jim's threat. He chooses to counter the face attack. By using offensive strategy, Sherlock tells Jim that he will stop him.

Code	Data	Types					Functions			Responses				Explanation	
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR		
											OF	DE			
74-3/ NI/CR/NR	John: If your sniper pulls that trigger, Mr. Moriarty, then we both go up. Moriarty: Isn't he sweet? I can see why you like having him around. But then people do get so sentimental about their pets. They're so touchingly loyal. But, oops! You've rather shown your hand there, Doctor Watson. John: (<u>Silent.</u>)			√				√						√	By associating John with pet, Moriarty performs negative impoliteness strategy. Furthermore, he associates John as Sherlock's pet which is why Sherlock likes to be around John. The function of this strategy is coercive impoliteness. Moriarty wants to show that he is the most powerful one among the three of them there. Since John is wearing a jacket filled in with bomb and Sherlock is being targeted by a sniper, John chooses to respond to Moriarty's attack by being silent.
75-3/ NI/CR/DE	Moriarty: Do you know what happens if you don't leave me alone, Sherlock, to you? Sherlock: <u>Oh, let me guess: I get killed.</u>			√				√					√		Moriarty performs negative impoliteness strategy in this scene. He uses his question as a threat to Sherlock. The function of this strategy is coercive impoliteness. Moriarty wants to show Sherlock that he is powerful. As a response, Sherlock wisely chooses to use defensive strategy. He makes light of the threat and shifts it into a joke.

Code	Data	Types					Functions			Responses				Explanation	
		BR	PI	NI	OR	WP	AF	CR	EN	AC	CO		NR		
											OF	DE			
76-3/ NI/CR/DE	Moriarty: Kill you? N-no, don't be obvious. I mean, I'm gonna kill you anyway some day. I don't wanna rush it, though. I'm saving it up for something special. No-no-no-no-no. If you don't stop prying, I'll burn you. I'll burn the heart out of you. Sherlock: <u>I have been reliably informed that I don't have one.</u>			√				√					√		Moriarty employs negative impoliteness strategy in this scene. He threatens to burn Sherlock if Sherlock did not stop intervene in his business. The function of this strategy is coercive impoliteness. Moriarty wants to make sure that both Sherlock is aware about his ability to do anything, including kill him. As a response, Sherlock chooses to counter the attack using defensive strategy. He makes a joke about himself instead as an act of defense.
Total Frequency		17	15	21	20	3	25	42	9	7	19	33	17	76	
Percentage (%)		22.37	19.73	27.63	26.32	3.95	32.9	55.3	11.8	9.2	25	43.4	22.4	100	

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